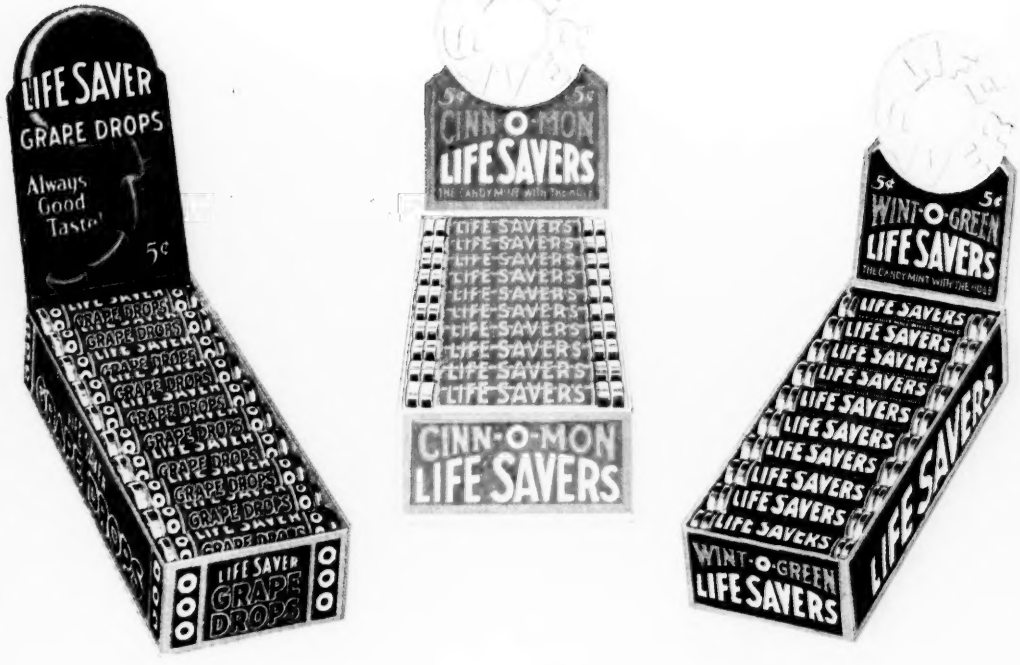
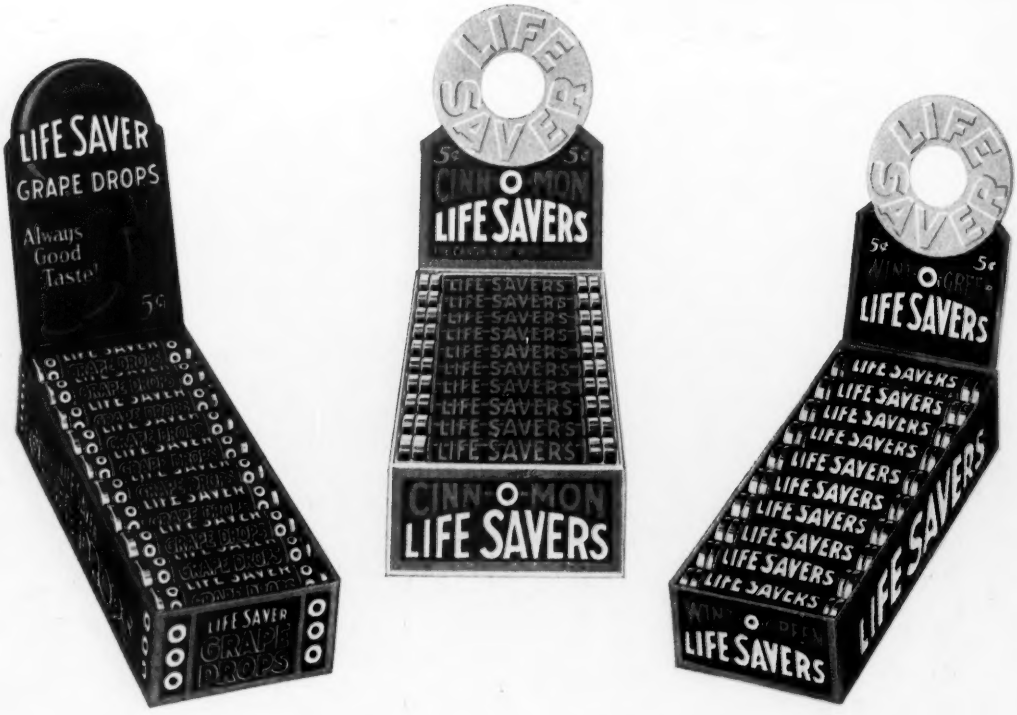
MODERN PACKAGING



Vol. 2, No. 5 New York January, 1929

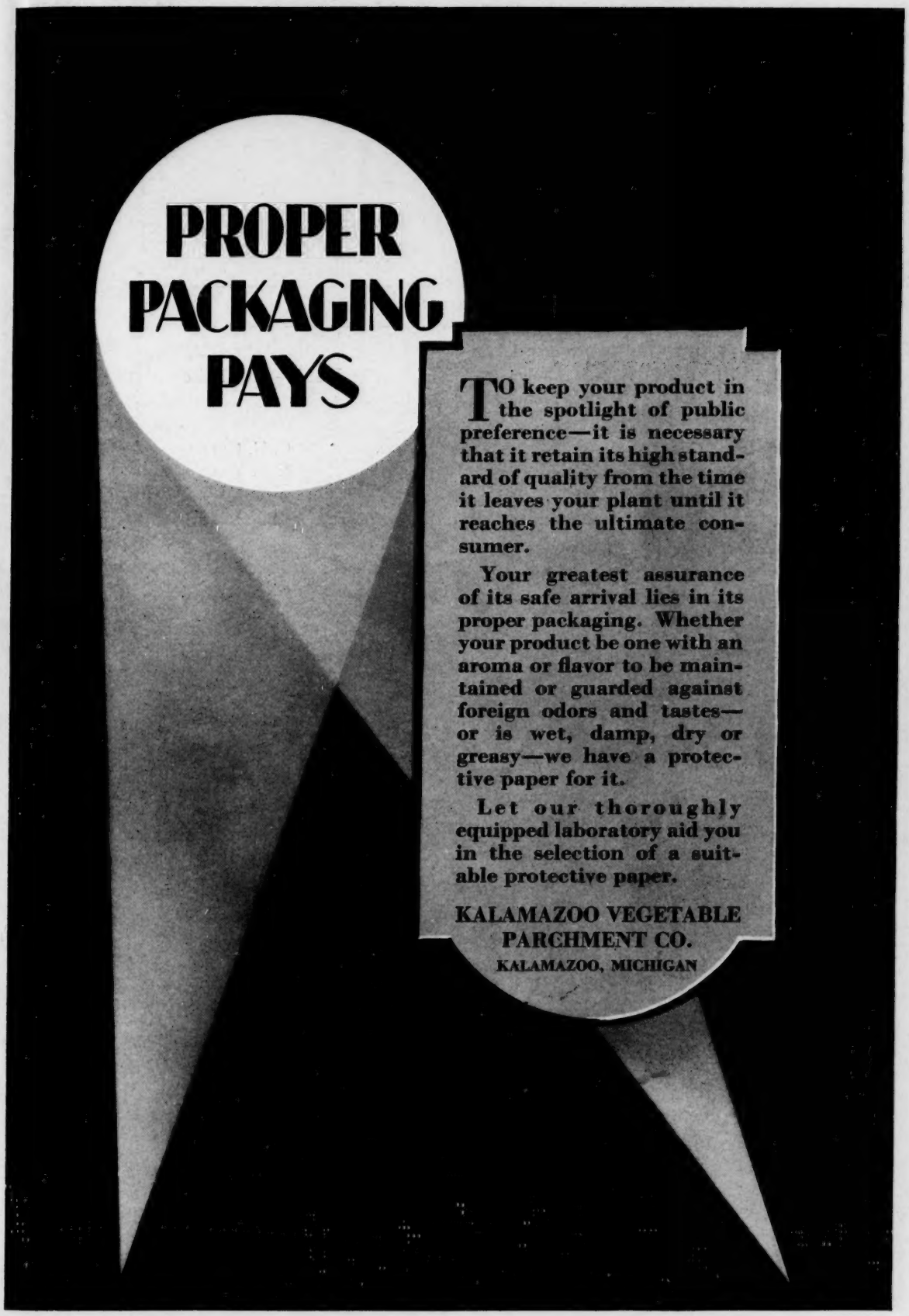
Packaging has become a science upon which many brains are concentrated.



Now it is an important branch of the graphic arts as these boxes, of our manufacture, testify many millions of times.

FORT ORANGE PAPER COMPANY

Castleton-on-Hudson
New York


PROPER
PACKAGING
PAYS
TO keep your product in the spotlight of public preference—it is necessary that it retain its high standard of quality from the time it leaves your plant until it reaches the ultimate consumer.
Your greatest assurance of its safe arrival lies in its proper packaging. Whether your product be one with an aroma or flavor to be maintained or guarded against foreign odors and tastes—or is wet, damp, dry or greasy—we have a protective paper for it.
Let our thoroughly equipped laboratory aid you in the selection of a suitable protective paper.
KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO, MICHIGAN

MODERN PACKAGING

For the Service of those Industries where Packaging is a Factor

VOLUME 2 JANUARY, 1929 No. 5

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Dress Up Your Packages

And Increase Your Sales,

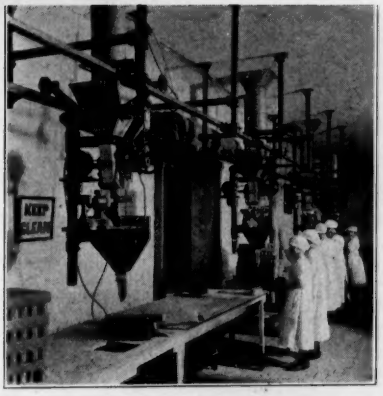
Cut Your Packaging Costs

And Increase Your Profits.

Our Automatic Units Will—

(Knox's Gelatine)

Form **up sales-compelling counter displays, and/or individual boxes and cartons.**

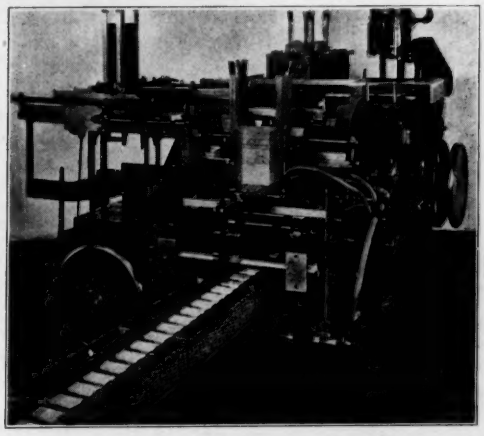


Weigh **and fill almost any kind of dry product, into bags, bottles, cans or cartons.**

(Skinner's Macaroni)

Insert **one or more solid products into cartons, together with circular and /or corrugated lining.**

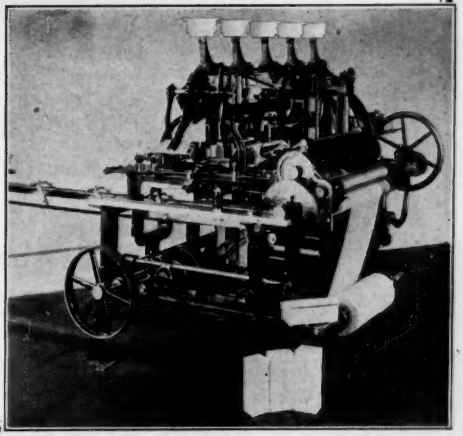
(Merck's Disinfectant)



Wrap **and hermetically (heat) seal large or small packages, in transparent waxed paper.**

(Liggett & Myers' Cigarettes)

These are only typical of our complete line of standardized, interchangeable machines; the class of customers served and the variety of products handled.



Send samples and estimated production to

NATIONAL PACKAGING MACHINERY CO.

Manufacturers

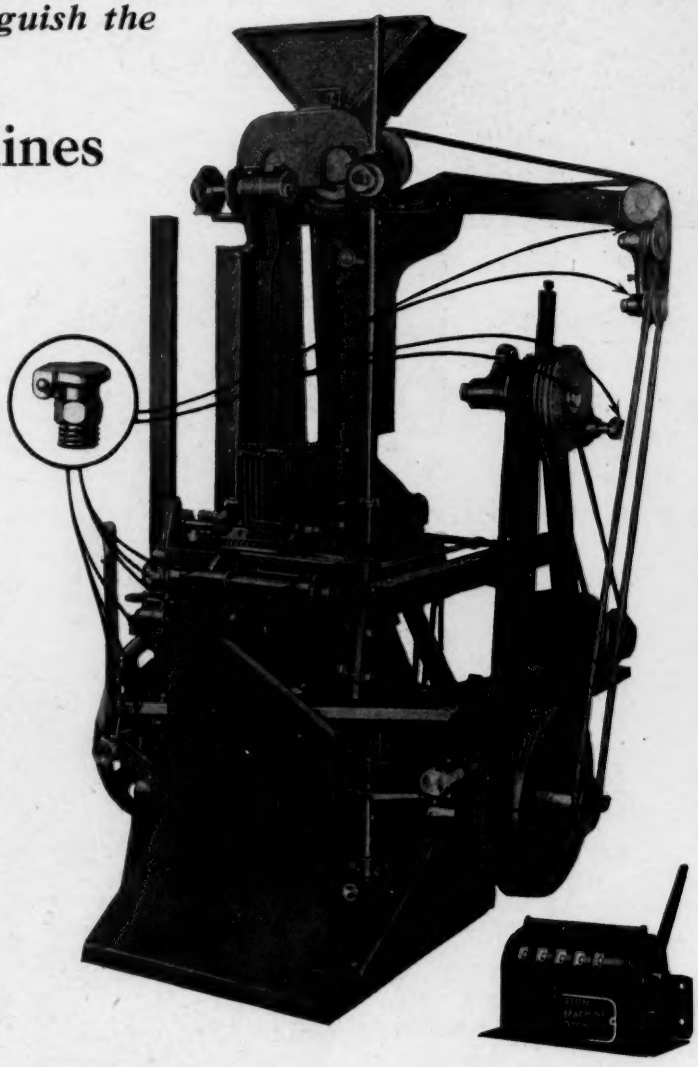
181 GREEN ST., JAMAICA PLAIN, BOSTON, MASS.

Simplicity of design

accessibility and full provision for easy maintenance—

are features which distinguish the

Redington Cartoning Machines



ENGINEERING skill shows itself in many details of machine design, but perhaps is easiest identified by the fundamental features of simplicity, accessibility and adequate provision for maintaining the machine in perfect operating condition over a long period of useful life. The Redington staff of engineers, backed by over 30 years of experience in building special machinery for cartoning, packaging and labeling operations, provide these essential features of machine design in a degree not approached by any other of the ordinary types of special machines.

An example of the perfection of Redington special machines is the thorough and convenient arrangements for oiling, insuring adequate lubrication, even to the parts which ordinarily are extremely difficult of access. Copper oil tubes reaching to every bearing and rubbing surface, such as cam rollers and studs, are provided with oil cups placed so that they can be reached quickly and without effort. The arrangement of oil cups not only permits quick and easy attention but also includes locations so that they cannot possibly be overlooked.

When a Redington special machine is cleaned up after a normal run the necessary oiling cannot be overlooked, and in practice users find that not only is the oiling operation consistently performed but that it is done without requiring special effort on the part of the attendants.

Manufacturers interested in accurate, fast and economical packaging of their goods are invited to consult the Redington engineering staff for data on the other design features of Redington machines which insure superior performance.

Watch the work of each machine

day by day or even hour by hour if you wish

A Redington Model A counting machine attached to each of the automatic machines in your plant gives you a dependable check upon the operation of each individual machine allowing accurate adjustments of operating speeds, giving dependable cost data. Send for bulletins describing the Redington Model A counting machines and their applications.

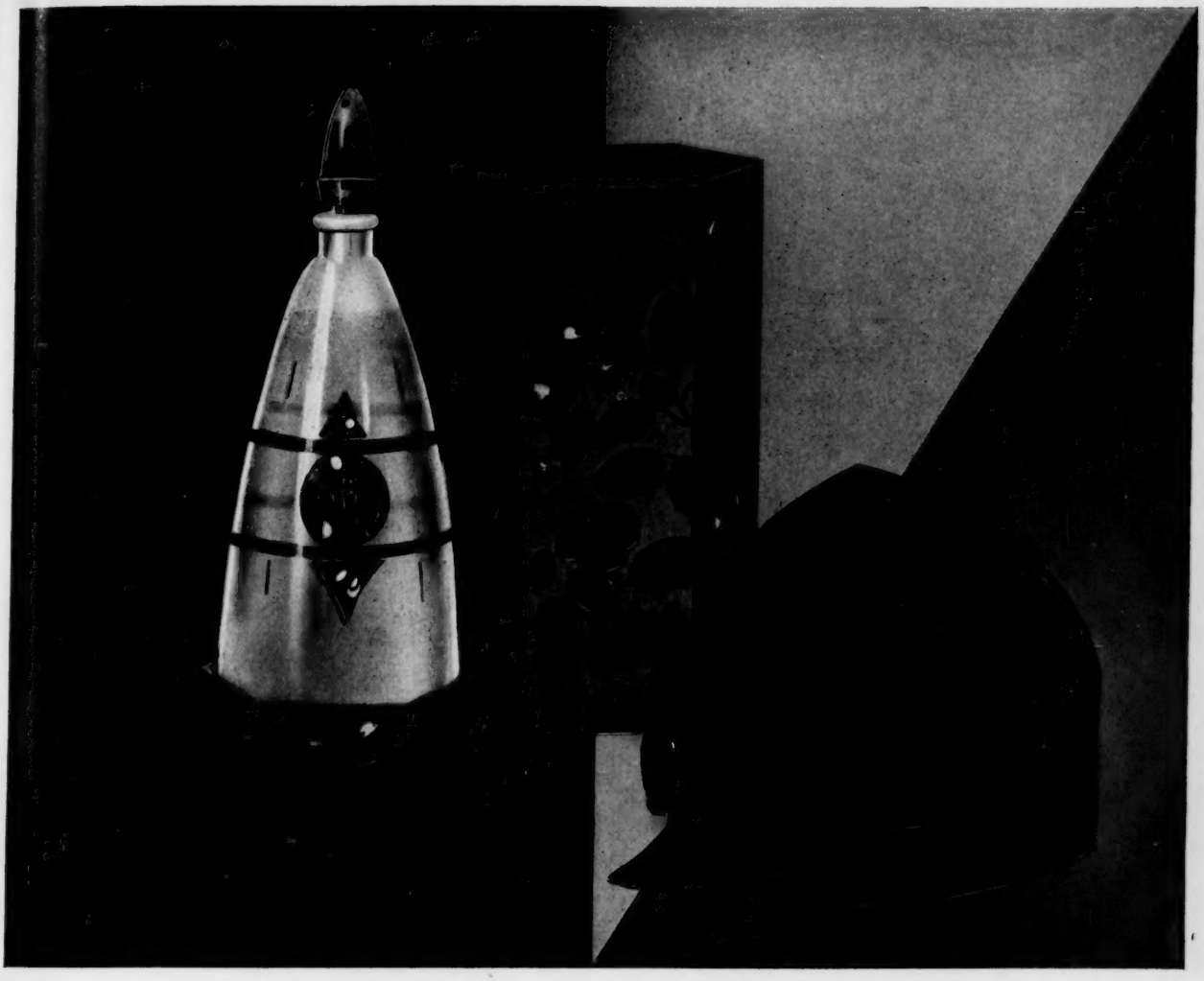
F. B. Redington Co.

Established 1897

110-112 South Sangamon St., Chicago, Ill.

Cartoning - Packaging - Labeling - Wrapping Machines

MP-1-Gray



PRESTIGE

THE prestige that makes BURT CONTAINERS acceptable in the foremost concerns in the country is based solely on the honesty of the product over a period of 35 years.

They know BURT CONTAINERS are delightful in design, flawless in their artistry. They invite companionship; they have that touch of elegance which makes the purchaser feel their intimacy.

If you have a product with beauty as one of its virtues let BURT show you how quality can be enhanced in selling appeal through an appropriate container.

Ask for a BURT expert to confer with you.

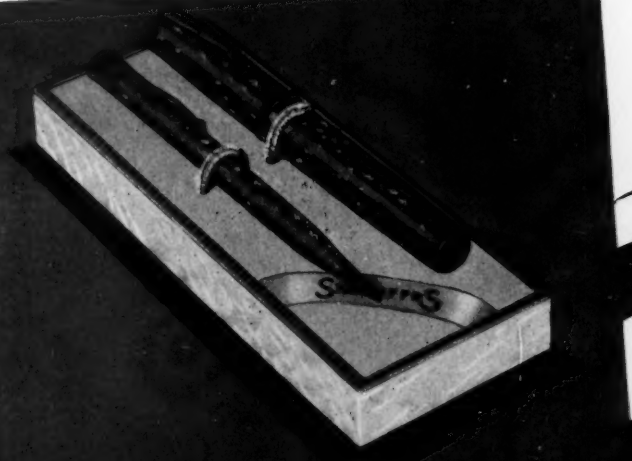
F·N·BURT COMPANY·Ltd.

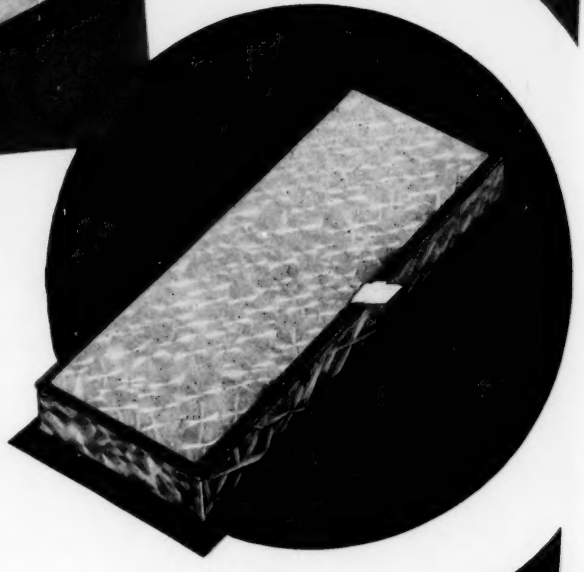
BUFFALO·N·Y·

Manufacturers of Fine Set-Up Paper Boxes

BURT DESIGNS and CREATIONS

THE MODERN PACKAGE





THE MODERN PACKAGE has become one of the most potent factors in sales and merchandising plans. People are fascinated by beauty, color and pleasing design in boxes. If the eye can be attracted, the pocketbook can be persuaded.

For packages and containers that possess shelf and counter value and exert a powerful sales-stimulating influence look to BURT. For BURT designed packages eliminate competition, create consumer preference and demand and thereby lower selling costs.

F·N·BURT COMPANY·Ltd.
BUFFALO, N·Y·
Manufacturers of Fine Set-Up Paper Boxes

BURT DESIGNS and CREATIONS

Prepared and printed by
Service Department,
"Modern Packaging"



IN THE FRONT RANK

LEADERS of every industry . . . . distributors from coast to coast . . . . who need protection for their wares . . . . advertising for their names . . . . packages worthy of their products . . . . *All come to us for cartons.*

EMPIRE BOX CORPORATION

"Folding Boxes That Stimulate Sales"

330 So. WELLS ST. CHICAGO, ILL.

Start the New Year Right—Write Us Today!

EMPIRE BOX CORPORATION
CHICAGO, ILL.

Please tell us about your creative service and cooperative merchandising counsel.

Name.....

Address.....

City..... M. P.

15 30 60 120

Your speed per minute with 70 units!

"PNEUMATIC" AUTOMATIC PACKAGING MACHINERY

good reasons

70 Standardized Units forming complete Packaging Systems—filling, weighing, sealing, wrapping—for dry, free flowing materials, liquids, semi-liquids, and plastic substances.

15-30-60-120 per minute a constant speed attainment to meet your production requirements.

We design single machines for all packaging purposes. Backed by 35 years' experience—in touch with packaging requirements throughout the world—able and willing to take infinite pains to insure perfect results. Give us the knotty problem. We lay out packaging departments to take full advantage of space and power facilities.

and build all our machines. Enormous facilities in our plant at Norfolk Downs, the largest and most complete of its kind in the world. Each machine fully assembled and tested by use before shipping.

Install and Service anywhere on earth. Our men set up and operate our machines and train your operatives. We maintain a complete replacement part service that goes back 35 years.

These are reasons why we say
COME TO HEADQUARTERS

for any machine or system for automatic packaging. Let our engineers discuss the problem with you.

PNEUMATIC SCALE CORP., *Ltd.*, NORFOLK DOWNS, MASS. U. S. A.



NEW YORK CITY 26 Cortlandt Street | SAN FRANCISCO 320 Market Street | CHICAGO 360 N. Michigan Ave. | MELBOURNE, SYDNEY J. L. Lennard | LONDON, ENGLAND



USERS of Paterson *Genuine* Vegetable Parchment enjoy an *extra* sales appeal for their product. It gives them an opportunity to capitalize the new-day popularity of *genuine* vegetable parchment which is spreading from home to home.

Paterson *Genuine* Vegetable Parchment forms an ideal protective covering for all moist products—insoluble, odorless, tasteless and grease proof. *Send for samples and quotations.*

The Paterson Parchment Paper Company

Original Makers of Genuine Vegetable Parchment

Chicago PASSAIC, NEW JERSEY San Francisco

SPEED

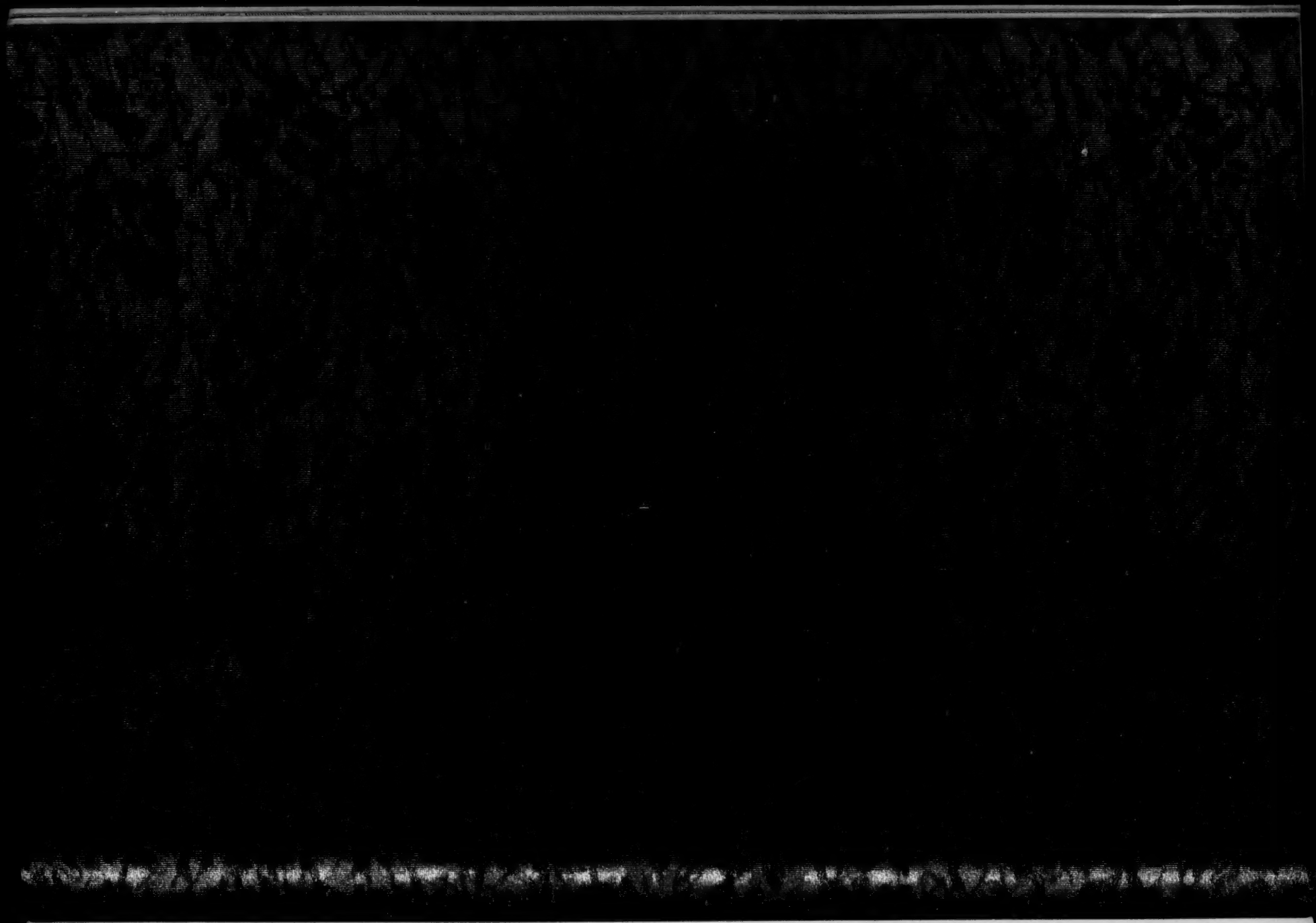
. . . . the essential in modern business, where hand-to-mouth buying is the custom. Quick turnover of capital, under the present-day methods of producing and merchandising, is necessary for survival. The company which keeps its inventory at the lowest possible level —yet with the assurance that it will adequately supply needs—is the company which *has the edge* in competition.

BUTLER equipment for manufacturing
BUTTER CARTONS
LARD CARTONS
OLEO CARTONS
is built for *quick* service. We do not have to wait for "combination runs" of color on our presses; instead, each order receives individual attention and is made independent of all others.

BUTLER CARTONS are delivered when you need them—no large stock necessary; no delay waiting for cartons, resulting in loss of business and good will. BUTLER service means *economy*, because it saves your storage space, cuts your inventory and releases your money for other purposes.

THE BUTLER PAPER PRODUCTS CO.
TOLEDO, OHIO

The Most Prompt Deliveries Ever Attempted



Silent, Active Salesmen

¶ Box coverings are surely salesmen, not only for containers, but for the contents of containers. ¶ Specialty Papers by Dejonge have been designed, for over three quarters of a century, for a definite purpose...to assist the sales of containers, and their contents. That this purpose is still achieved is evidenced by the fact that Dejonge Quality is the recognized standard. ¶ Practical beauty, quality, with attention arresting colors and design, are but a few of the attributes which you will discover in the newest Specialty Papers by Dejonge. They are, indeed, silent but active salesmen.



LOUIS DEJONGE & CO.

NEW YORK CHICAGO PHILADELPHIA

Send this coupon to DEPARTMENT C, LOUIS DEJONGE & CO., 73 Duane Street, New York, and receive suggestions to use as salesmen for your containers.

Name.....

Street and city.....

State .....











Progress

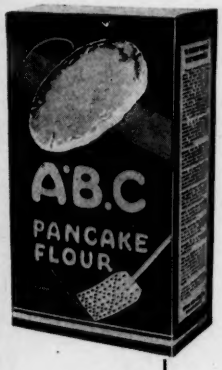
PACKAGING MACHINERY











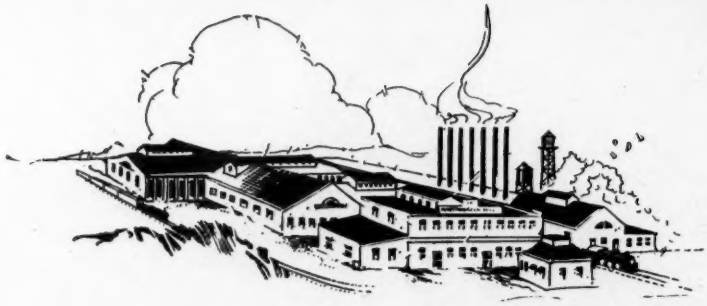
As industry forges forward, new problems must be met and solved. The *Stokes & Smith* organization has held this as the keynote of its activities. Consequently its products are abreast of the times in every particular—and are kept so by constant research in design, constant testing of materials and supervision to the utmost detail of all manufacturing processes. *Stokes & Smith* products, packaging machinery, operating at a speed of from 15 to 70 packages per minute, include:

FILLING MACHINES
CARTON TOP and BOTTOM SEALERS
GROSS or NET WEIGHT SCALES
ENVELOPE SEALERS
CARTON FILLING and SEALING MACHINES
TIGHT WRAPPING MACHINES

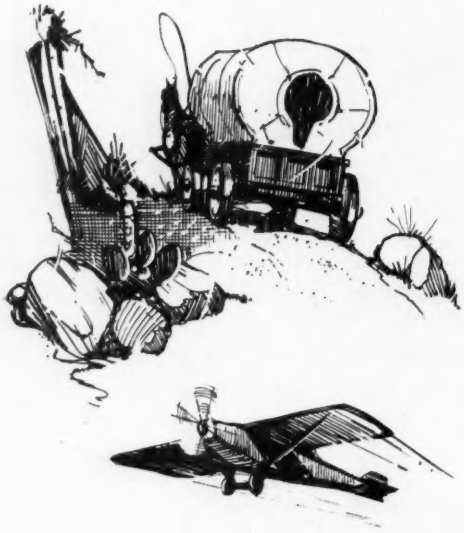
Write to Us for Information



STOKES & SMITH COMPANY
PACKAGING MACHINERY
FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE—23 GOSWELL RD.



Makers of Glassine, Manifold and Greaseproof Papers since 1904



EXPERIENCE

IN no industry is experience in manufacture more essential than in the production of glassine, manifold and greaseproof papers. Physical control of the product is paramount.

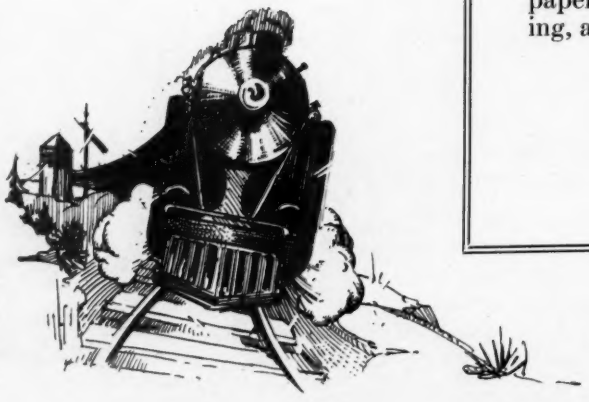
Hartford City has made glassine paper continuously for 25 years—originating and developing the manufacture of the product in this country.

Ability derived from their long experience has enabled Hartford City to serve the needs of the packaging industry and even to anticipate those needs by originating new methods, new processes and new products.

Hartford City specializes in Glassine, plain and embossed, Greaseproof and Manifold papers, 12½ to 50 pounds; Four Color Printing, and Die Cutting.

Confer with us for your needs.

H·C·P·Co. PAPER OF HIGHEST QUALITY



HARTFORD CITY PAPER COMPANY

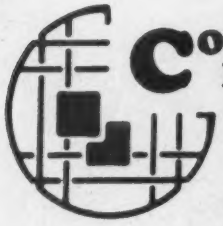
NEW YORK OFFICE
1001 WOOLWORTH BLDG.

HARTFORD CITY, IND.

CHICAGO OFFICE
618 FIRST NATL BANK BLDG.



A FLASH IN THE DARK.



COLLINS FLASHLIGHT BOX PAPER No. 71—available in Red, Green, Blue and Black—pierces the darkness of attention-obscurity with its daring, its originality and its brilliance.

A creation in itself, FLASHLIGHT inspires many an idea for those who are keeping pace with the modern trend.

But FLASHLIGHT No. 71 is only one of a series of new Collins Box Papers, each as modern as tomorrow: Youkon Gold, Klondike Gold, Gold Prints, Silverette and the Futurist series—each of them is new, original and sparkling in design.

Sample sheets, of course—and if you do not have the complete box of Collins Swatch Books, send for it, by all means, today!

A. M. COLLINS MFG. CO.

1518 WALNUT STREET, PHILADELPHIA







VERY EXCLUSIVE YES ~ WHY NOT?

ROWELL box tops are designed for concerns who appreciate taste, refinement and exclusiveness in their containers; concerns who want that undefinable "something" to lift their merchandise from the class of mediocrity. Leaf stamping in gold, or other colors, with original ROWELL designs will give your package or container the distinction, the atmosphere, which will aid and abet its sale.

Stamped with BRIGHTEN ROLL LEAF

E. N. ROWELL CO., INC., specializes in the manufacture of fine paper boxes for all classes of merchandise. The designs of our Creative Department are for the exclusive use of *one concern only*. Why not put your problems up to us? You'll get *the right box* and real merchandising assistance.

E. N. Rowell Co., Inc.

Batavia, N. Y.

Paper by McLaurin-Jones Co.

ROWELL PAPER BOXES

Modern Selling Requires
MODERN PACKAGING

"FRESH"—advertises the cracker and biscuit baker.

"CLEAN"—cries the sugar and candy packer.

"CRISP"—shouts the ice cream cone maker.

"WHOLESOME"—proclaims the cereal manufacturer.

"FULL STRENGTH"—announces the coffee, spice and pharmaceutical seller.

This is modern selling—selling the package, as well as the product.

The improperly-packaged product comes to the consumer in an unsatisfactory condition. And the consumer never reorders on such a purchase.

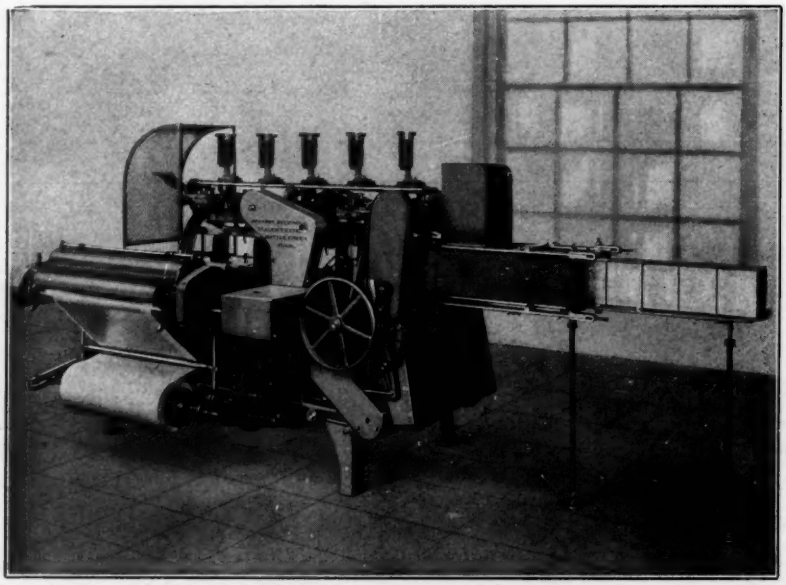
A JOHNSON Automatic WAX WRAPPER wraps your cartoned product in a tight, neat wax paper wrap and seals it moisture-proof.

This machine insures a Fresh, Clean, Crisp, Wholesome and Full-Strength product to the buyer, just as this product left the mill.

Moreover, Superior Appearance is added by a JOHNSON wax wrap job.

Ask us about our Engineering Service which will study and recommend an answer for any packaging need. Modern Selling *has* created a need for Modern Packaging.

JOHNSON AUTOMATIC SEALER CO., Ltd.
Battle Creek, Mich., U. S. A.
30 Church St., New York City 228 No. La Salle St., Chicago, Ill.



JOHNSON Automatic WAX WRAPPER

JOHNSON
AUTOMATIC PACKAGING MACHINERY

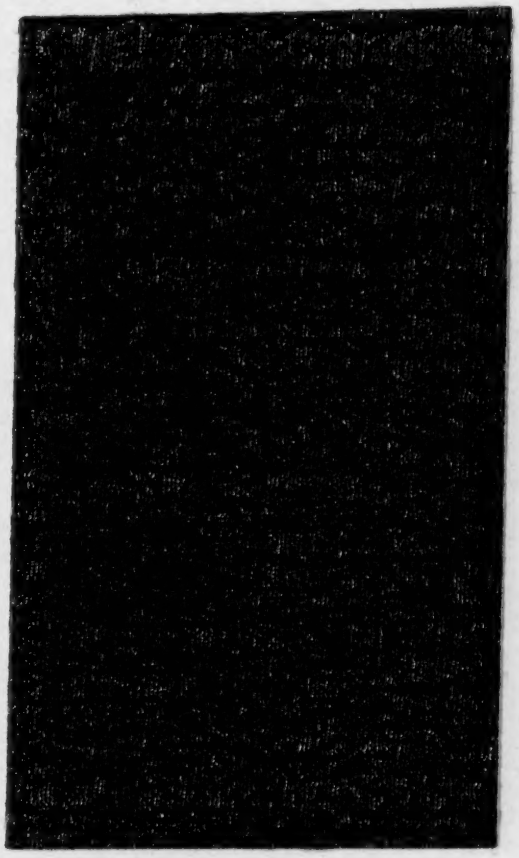
Net Weight Scales; Gross Weight Scales; Bottom and Top Sealing and Lining Machines (with or without automatic carton feeders). Wax Wrappers and Glassine Wrappers.

Introducing

A new brilliant Waterproof Leather Cloth

SPARTEX

Beautiful Tapestry Effects in Waterproof Coating



For Fancy Box Tops, Package Wraps and Display Work

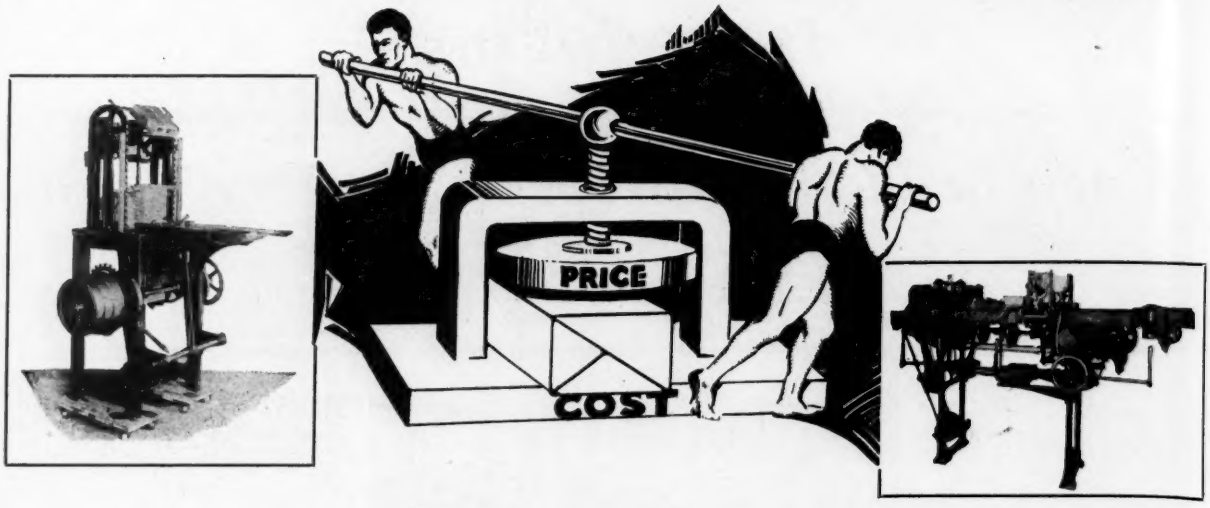
A PRODUCT OF

C. R. WHITING CO.

ARTIFICIAL LEATHER DIVISION

281-287 New Jersey Railroad Ave., Newark, N. J.

MANUFACTURERS OF AMERICAN BEAUTY PAPERS



Before Package Price meets Package Costs—*INVESTIGATE PETERS!*

WHEN the cost of the packages approaches or meets selling price it is too late. In many plants using packages that point is not far off. The pressure of too many competitors and high costs must be relieved.

Peters packaging method offers a real solution for distressing packaging problems. Here is a method in which every factor is favorable to plant conditions, to lower cost, to higher dividends.

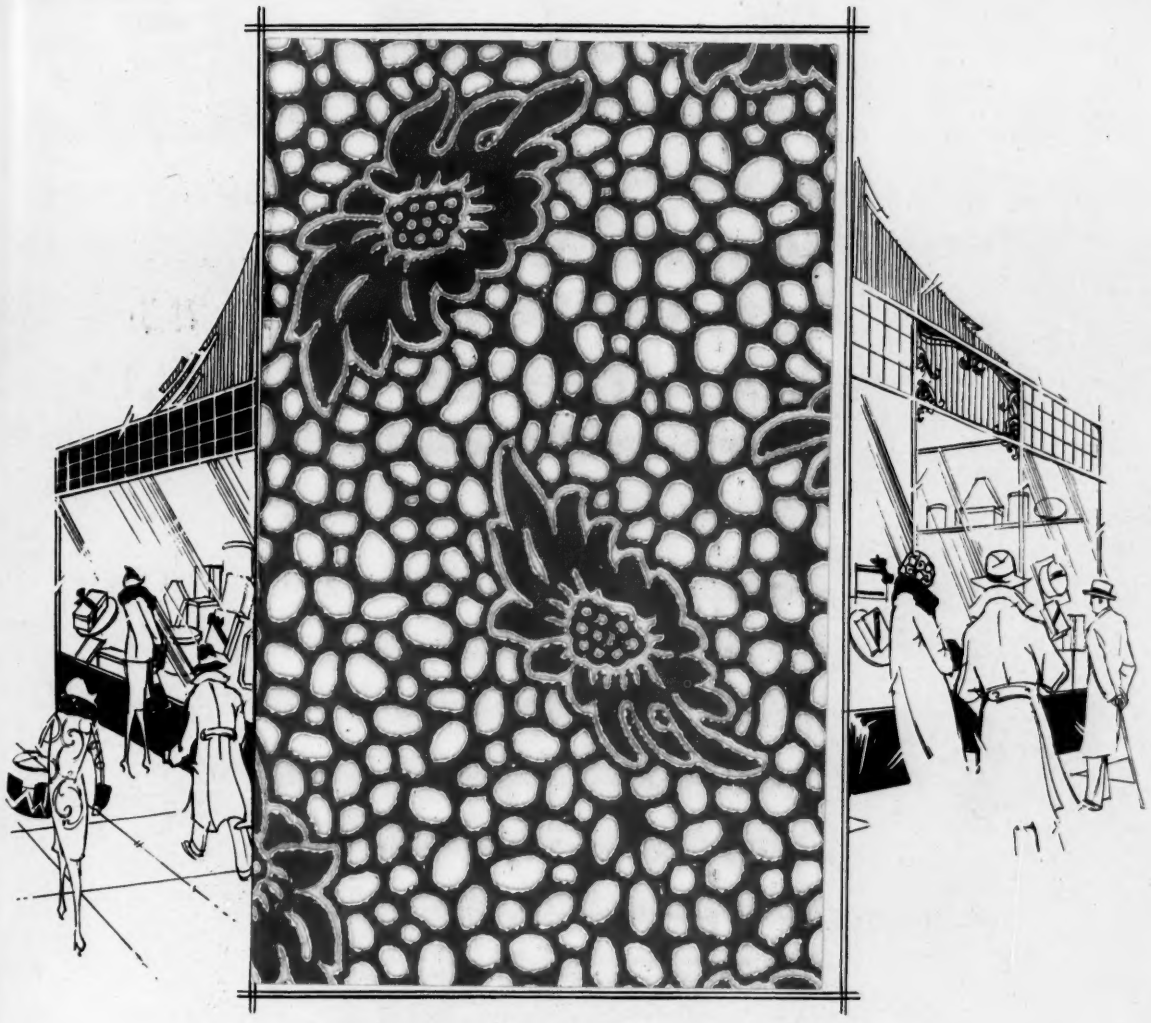
The Peters method not only turns out neater and more sanitary packages but at a considerable saving in time, labor and material.

Wherever installed, Peters Packaging Machinery has returned from 30 to 100% dividend annually on the original investment. Leaders in industry such as the Kraft Cheese Co., Loose-Wiles Biscuit Co., Armour & Co., and others expect these things from Peters.

Call in a Peters Engineer. Get his story and an unbiased opinion as to the methods and package best suited for your purpose.

Again we say, *investigate before price meets cost.*

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



DRESSED FOR ITS JOB

A symphony in blue and white! How better can one express individuality, richness of design and color on a package than with this typical Pinco Paper.

Here is an example of the skill and artistry at your command when you specify Pinco Papers for your box tops and package wraps.

From the many exquisite Pinco creations there is sure to be one which expresses your personal conception of the perfect wrap. Write for sample books.

Specify Pinco!

It covers everything

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INCORPORATED

NEW YORK OFFICE
Room 1028—225 Fifth Ave.

CHICAGO OFFICE
1566 Conway Bldg.

NINTH, BAILEY AND ERIE STS.
CAMDEN, New Jersey

modernistic

A REAL SPECIALTY PACKAGE · ATTRACTIVE CONTAINERS



Beautiful Lustre
No Rough Seams

WORLDS LARGEST MANUFACTURERS

goblets

and VALUABLE FOR RE-USE

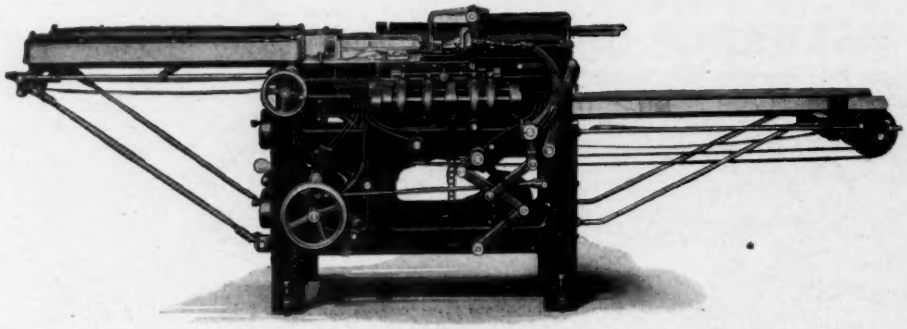


Clear in Color
Smooth Bottoms

Manufactured by
HAZEL-ATLAS GLASS CO.
Glass Ware
WHEELING, W. VA.

OF GLASS FOOD CONTAINERS

THE WORK OF MANY MACHINES COMBINED IN ONE HIGHLY EFFICIENT WRAPPING UNIT



Model 33

A highly efficient wax wrapping unit, operating, *entirely without cams*, and noiseless in operation.

Capable of handling many sizes, or one size, with equal efficiency at speeds of 55 to 80 per minute. Under special construction speeds to 125 per minute are developed.

Model 33 can be handled in any packaging line with automatic hook-up. Each package regardless of position upon entering the machine is automatically timed to synchronize with the machine's operation.

Continuous steady production for the machine—changing from size to size as production warrants. (The machine can be changed from size to size in five minutes' time. It is not a matter of adjustability—simply a definite exchange in equipment, exactly built for the package to be wrapped.)

Perhaps in your plant the daily total of packages, hand wrapped, warrants the installation of an automatic machine (possibly a group of your odd sizes), but this total may be the combination of two or three, sometimes more, sizes.

Separately they do not warrant individual wrapping machines for each size, but in combination you could make a large saving over hand wrapping.

If so, we have an interesting message for you.

For Particulars

Mail sizes or sample packages with brief description

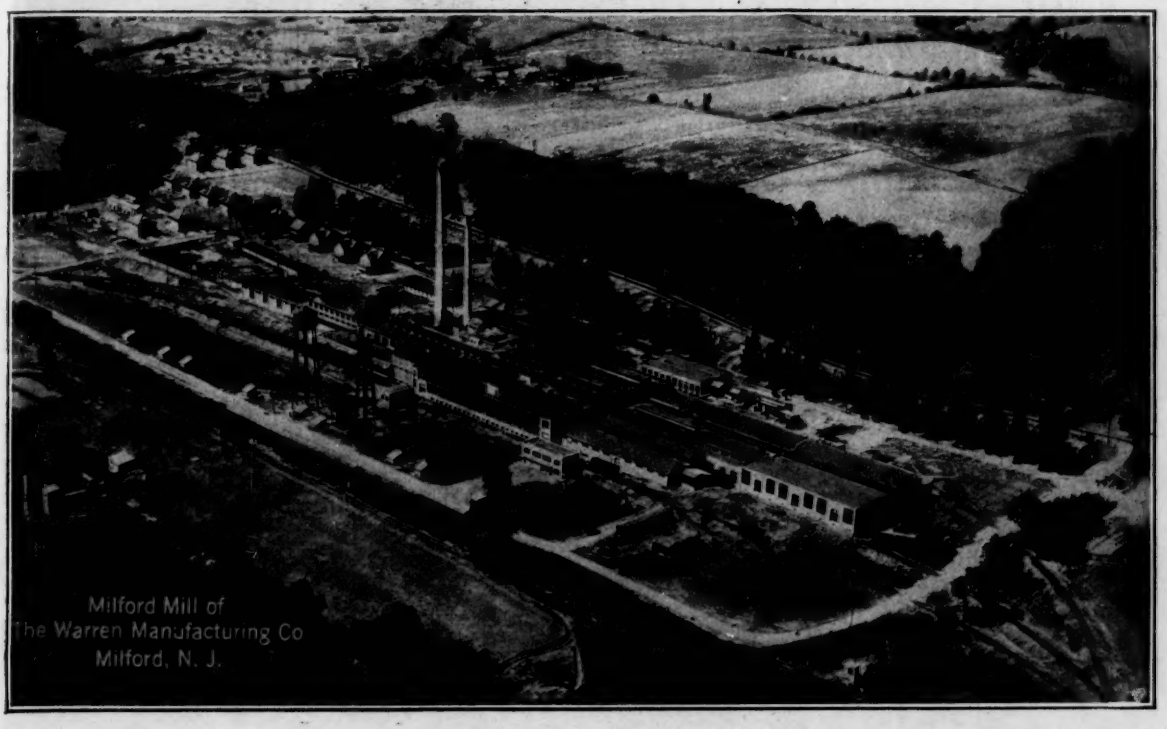
TO

BATTLE CREEK WRAPPING MACHINE COMPANY

Manufacturers of Custom Built Automatic Wrapping Machines

BATTLE CREEK, MICHIGAN

ng



Airview of the Milford, N. J., Plant of

The WARREN MANUFACTURING COMPANY

Executive Offices

342 Madison Avenue

NEW YORK, N. Y.

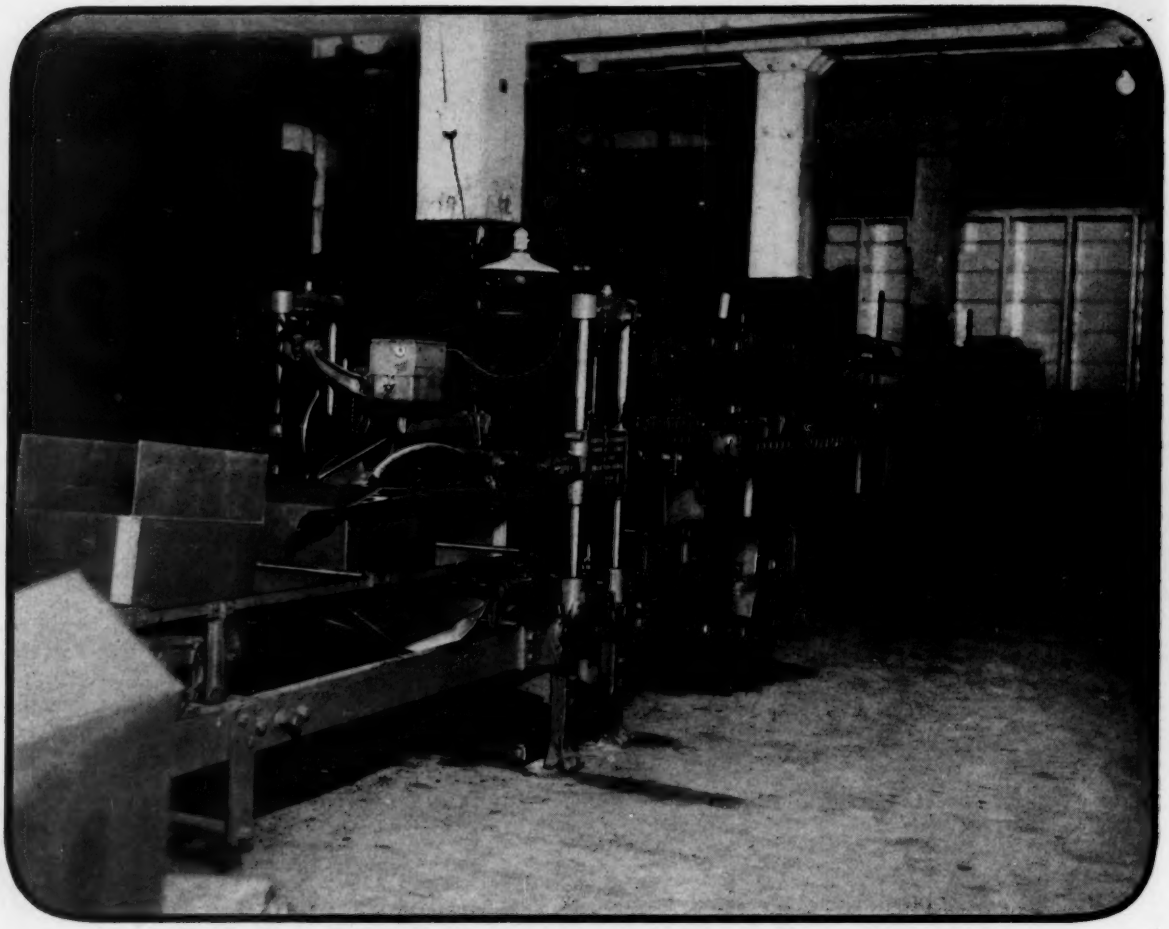
The five paper machines in this plant are devoted exclusively to the manufacture of

RIEGEL'S JEWEL BRAND GLASSINE

and

RIEGEL'S WAXED GLASSINE

Wrapped in transparent, moisture-proof glassine, the individuality of your carefully designed carton will be preserved and the contents will be protected from unfavorable atmospheric conditions. Our Research Laboratory is at your disposal to help determine the most efficient wrapper for your carton or package. Write for samples and complete information.



STANDARD AUTOMATIC TOP AND BOTTOM SEALING UNIT IN THE PLANT OF THE FREMONT CANNING CO., FREMONT, MICHIGAN

100% AUTOMATIC

This is one of three units which are used to seal the entire output of this company. No labor whatsoever is employed in the sealing of their cases.

Write our Engineering Department if you have a sealing problem

MAILLER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.

JOHN S. WILLARD & SON
306 E. 4th St.
Los Angeles, Cal.

Standard
SEALING EQUIPMENT CORPORATION
Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

CHICAGO, ILL.
208 West Washington St.

LONDON, ENGLAND
C. S. Dumont,
Windsor House,
Victoria Street, S. W. I.

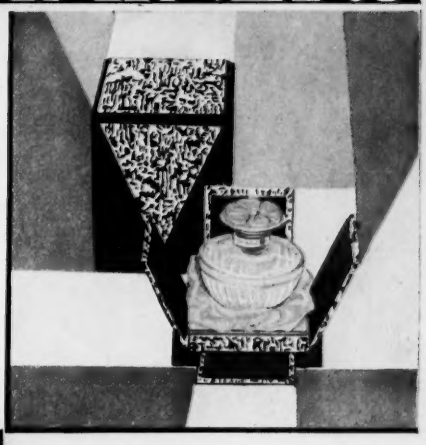
RITCHIE BOXES ARE MODERN CONTAINERS



Necessities or luxuries need:

first—protection
second — distinguished appearance
third—design and make-up

To promote sales.



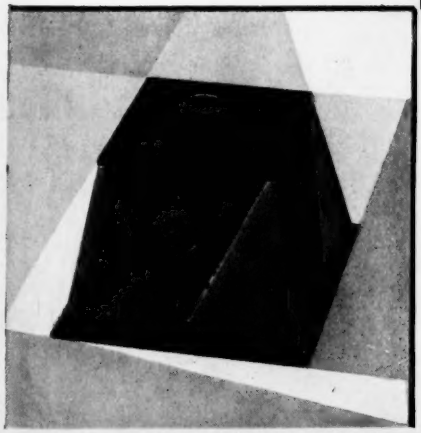
Ritchie boxes have a salutary effect on your "over the counter" sales.

Your products call for attention.

W C R & CO.

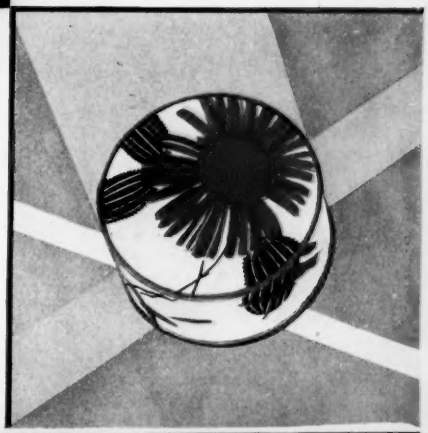
Automatic Machine production guarantees you a uniform box that never varies.

Boxes of precision, character and neatness.



Ritchie offers you three-fold co-operation:

1—Creation of neat containers for products not hitherto packaged.
2—Redesign of your present packages.
3—A personal merchandising counsellor to call at your plant.



W·C·RITCHIE & COMPANY

831 West Van Buren Street. Chicago, Ill.

Can



All sizes, all shapes – metal top and bottom; fibre cap, fibre bottom – sifter, sprinkler or lift top – for any product – ready for your merchandising wrap or label or, if you prefer, printed in one, two or three colors – paraffined if you want it.

FIBRE DIVISION

W. C. RITCHIE & COMPANY

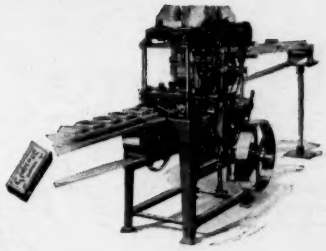
831 West Van Buren Street. Chicago, Ill.

L. H. BRODRICK
New York City

SAM O. RAUH
Cincinnati, Ohio

STRIEBY and BARTON
Hollywood, Calif.

Prepared and printed by
Service Department,
"Modern Packaging"



PROSPERITY in 1929

The plant with the lowest costs can give the best money's worth —*and will do the most business*

IT has been amply demonstrated in the past few years that those concerns which have installed the latest and best modern machinery enjoy marked advantages over competitors who cling to antiquated methods and equipment. For, other things being equal, *the plant with the lowest costs, can give the best money's worth—and will do the most business.*

In the wrapping and packaging of a product, modern machinery is achieving marked economies and sales advantages. Costs are being lowered, enabling the manufacturer to make a larger profit, and at the same time maintain a popular selling price for his product.

Modern wrapping machinery is also improving the appearance of the packages—thus adding to their sales-appeal.

In most cases the investment in our machines pays for itself in a few months —and from then on piles up extra profits for the business.

As makers of wrapping machines for the leading package goods manufacturers, we can give you authoritative advice and suggestions. We will be glad to discuss your packaging problems with you and give you the benefit of our recommendations. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY
SPRINGFIELD, MASSACHUSETTS

NEW YORK: 30 Church St. **CHICAGO: 111 W. Washington St.**
LONDON: Windsor House, Victoria St.



PACKAGE MACHINERY COMPANY
Over 150 Million Packages per day are wrapped on our Machines

Put your Packaging Problem *up to* HOEPNER

WHETHER you pack in cartons, cans, paper or burlap bags, envelopes or cotton sacks, Hoepner equipment will weigh, fill, seal or sew your package at any rate of production desired. And it is all done on one machine—a single responsibility for the completed package.

The Hoepner combination shown below weighs, fills and stitches paper or cotton bags. It has two conveyors. One is equipped with holders over which the empty bags are pushed and which act as forms when the bags are being filled. When the empty bags come into the filling position, they rest on the other conveyor belt, eliminating any strain on the bag holders. As the filled bags move away from the filling spouts, the holders are automatically withdrawn. An operator folds the tops of the bags and runs them through the stitching head.

This machine handles any free-flowing material and has an output of 30 bags a minute—weighed, filled and sewed. It can be supplied without the stitching machine, if desired.

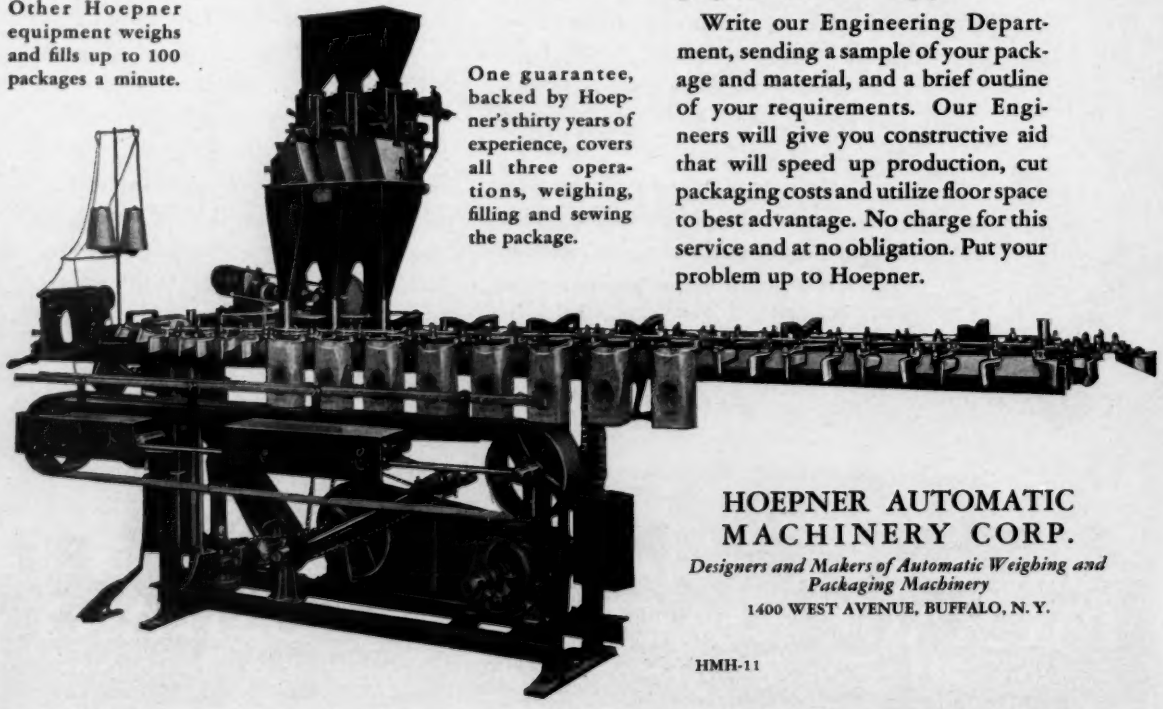
100 Packages a Minute

Other Hoepner equipment handles larger and smaller weighments up to 100 packages per minute. Whatever your dry-filling, packaging or bagging needs, we can help you.

Write our Engineering Department, sending a sample of your package and material, and a brief outline of your requirements. Our Engineers will give you constructive aid that will speed up production, cut packaging costs and utilize floor space to best advantage. No charge for this service and at no obligation. Put your problem up to Hoepner.

This machine, one of the many Hoepner Automatic Unit Systems, weighs, fills and sews 30 one-pound paper or cotton bags a minute. Handles any free-flowing material. Other Hoepner equipment weighs and fills up to 100 packages a minute.

One guarantee, backed by Hoepner's thirty years of experience, covers all three operations, weighing, filling and sewing the package.

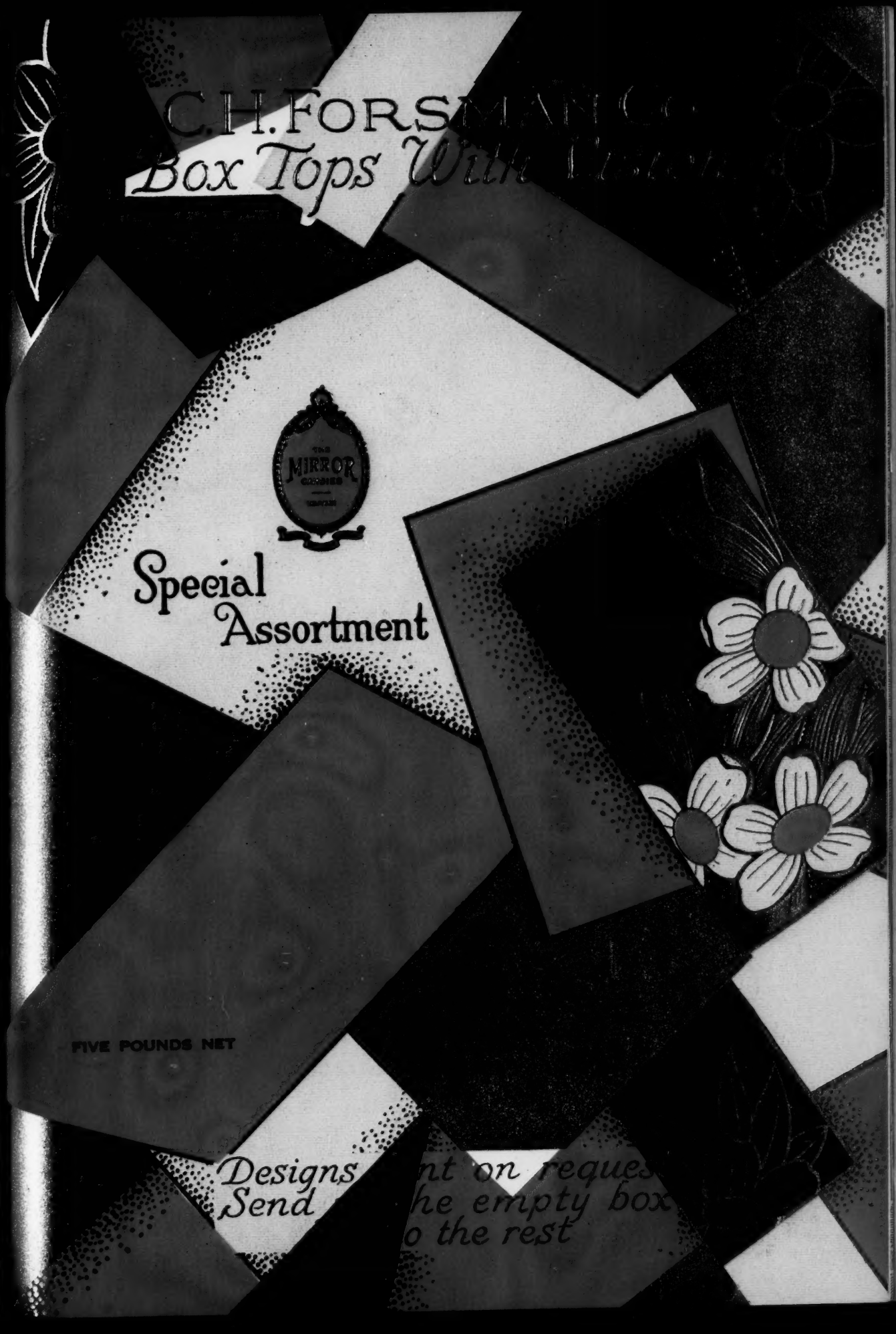


HOEPNER AUTOMATIC MACHINERY CORP.

Designers and Makers of Automatic Weighing and Packaging Machinery

1400 WEST AVENUE, BUFFALO, N. Y.

HMH-11


C.H. FORSMAN
Box Tops With
THE MIRROR
Special
Assortment
FIVE POUNDS NET
Designs
Send
nt on reques
he empty box
o the rest

Box Tops With Vision

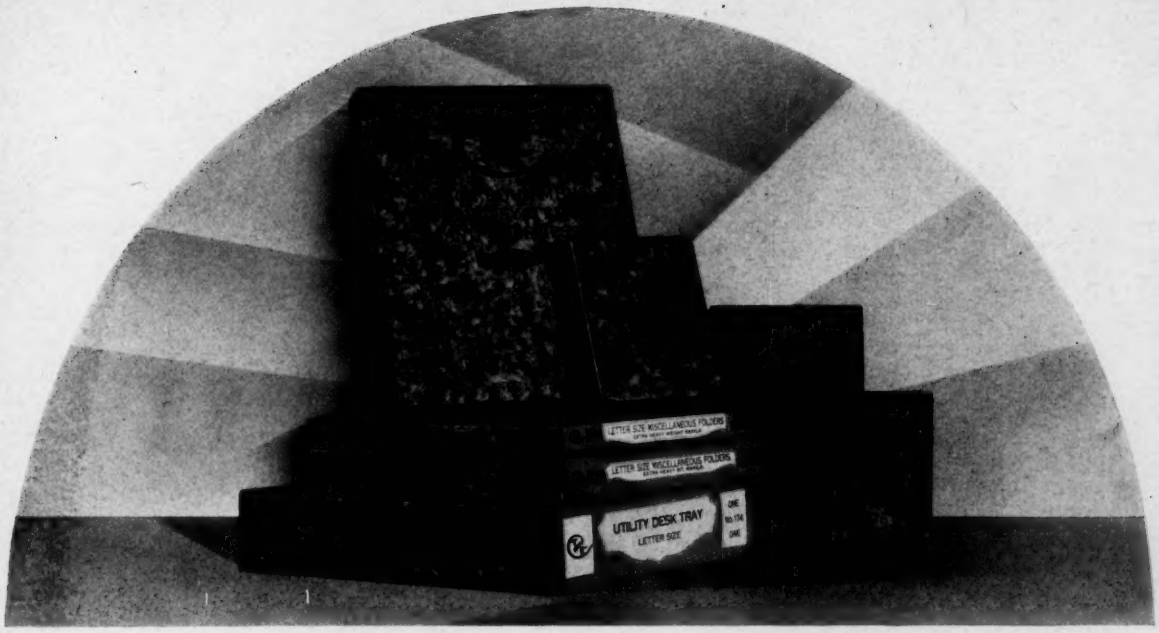


C. H. FORSMAN CO.

MAIN OFFICE AND FACTORY

318-326 West 39th Street

NEW YORK



It's the Consumer Who Decides

PUBLIC acceptance of products offered in folding boxes and display containers of good taste furnishes ample evidence of the value of catering to the consumer's better, rather than poorer, desires.

We design cartons suited to the product which they contain. Scientific analysis of the manufacturer's product, the market he covers, the manner in which he sells and all other relevant factors are taken into consideration by our designing and merchandising department in the development of the proper package.

To call in one of our merchandisers for suggestions is a stepping stone to the proper presentation of your goods to the consumer, the man or woman whose acceptance of your product decides your profits.

ROCHESTER FOLDING BOX CO.

Lithographers

Main Office and Plant:

Rochester, New York

New York Office
280 Madison Avenue

Philadelphia Office
328 Chestnut Street

Modern Packaging!



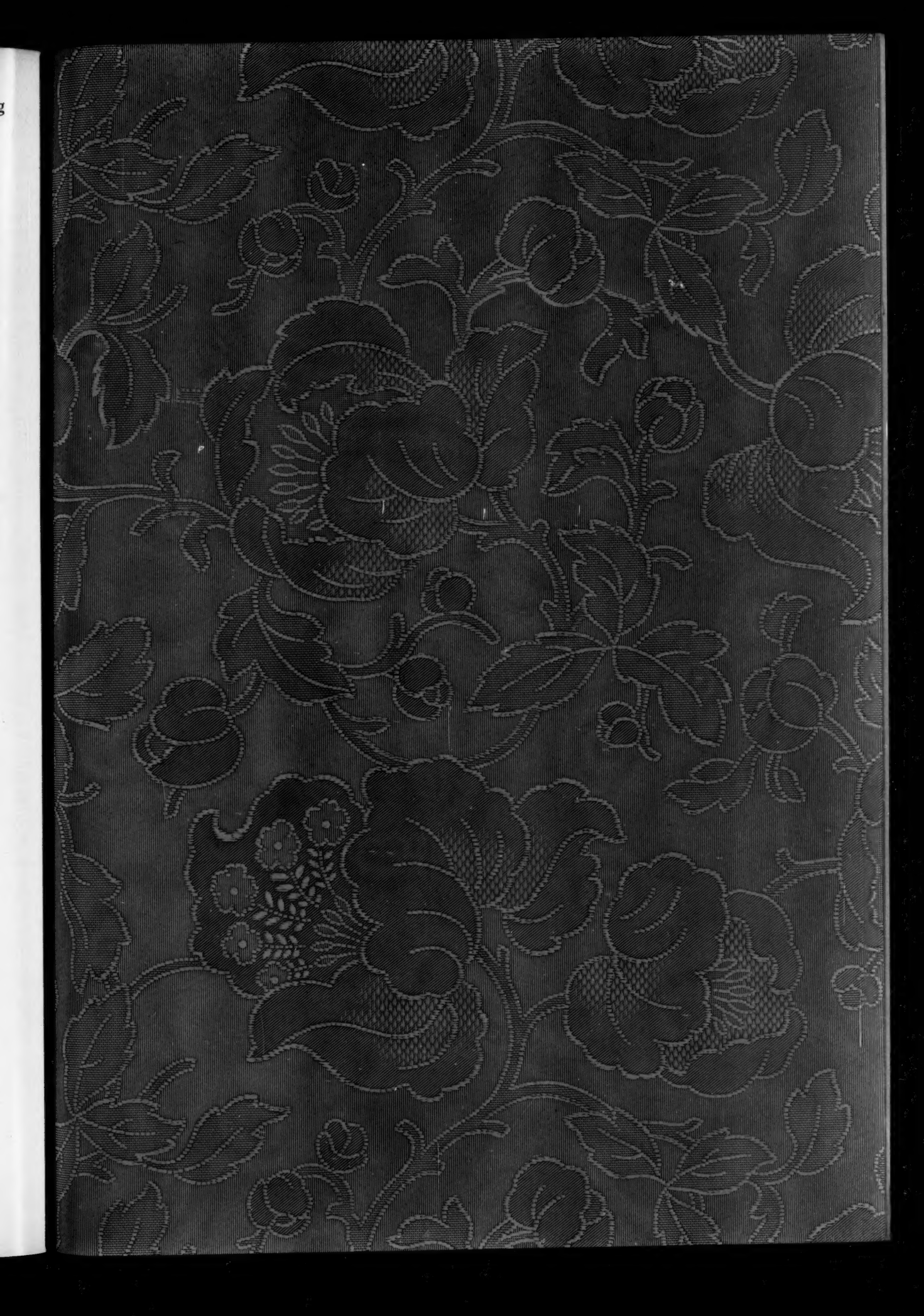
Do you believe it should have Sales Appeal ?

Write for the interesting little book entitled "Sales Appeal"

Crescent Engraving Company

DESIGNERS ENGRAVERS AND ELECTROTYPERS

KALAMAZOO MICHIGAN



Like the texture of rich fabric

distinctively new for the Easter package

thoroughly modern and typically Hampden

PASTEL BROCADE (in many rich colorings)

Sold Exclusively by

HAMPDEN GLAZED PAPER & CARD CO.
Holyoke, Mass.

New York Office
JAMES A. LEYDEN
501 Fifth Avenue

Philadelphia Office
J. A. STUCKEY
486 Bourse Building

Chicago Office
and Warehouse
500 South Peoria Street

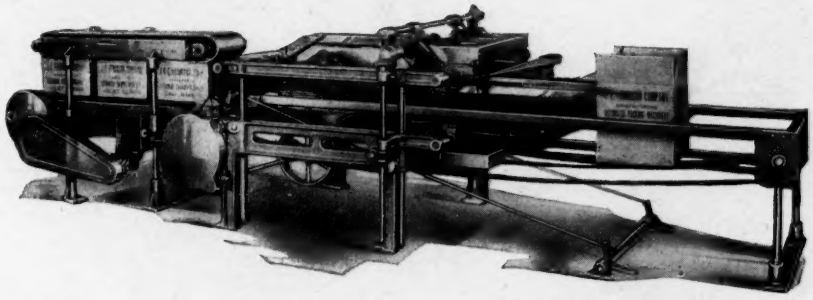
San Francisco Office
CHARLES A. KASS
7 Front Street

Distributed By
FRED'K JOHNSON CO., LTD.
140 Southwark St.
London, S. E. 1, England

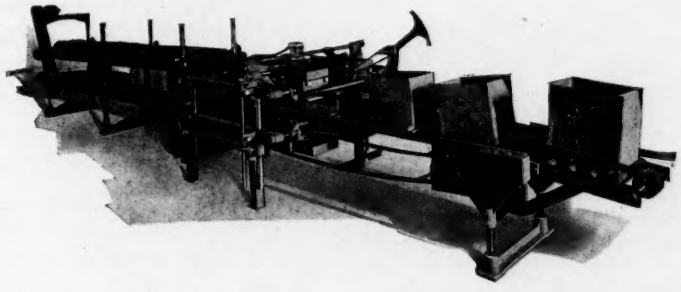
Canadian Agent
P. B. COFFIN
140 King Street, West
Toronto, Canada

and now ! !

FERGUSON offers the smaller canners and packers many of the advantages heretofore enjoyed by only their large competitors—an Automatic Container Sealing machine that compares in design, construction, efficiency, practicability, and price, with the Ferguson high speed sealing unit.



The model G Automatic Sealer and 4-ft. Compression Unit, which was designed for use where production is less than 200 cases per hour or when it is preferable to have a separate sealing unit for each packing line. The containers are packed directly on package plate and the machine operates intermittently at will of the packer. Top and bottom flaps are sealed simultaneously with the same maximum efficiency as when the high speed Model D unit is used.



Ferguson Model D Sealer, with 16 ft. Compression Unit. These machines are capable of handling up to 2000 or more cases per hour. All operations are entirely automatic—the timing of filled cases from conveyor, opening and closing of flaps, spreading of adhesive, etc.

We will exhibit and demonstrate Ferguson Machines at Convention of National Canners Association.

Visit at our booths—Nos. 110, 111, 112, Stevens Hotel, Chicago, Ill., Jan. 21 to 26, 1929.

Ask to Consult a Ferguson Engineer

J·L·Ferguson Company

JOLIET - - - ILLINOIS

ST. LOUIS NEW YORK LOS ANGELES



Your magnifying glass
will prove that

ROYAL SATIN

Boxes
have no
"Felt Marks"
"Corner Flaking"
"Warping"

Why continue to worry about the quality of your boxes?

ROYAL SATIN is a board which is in a class by itself for the manufacturing of quality boxes wherein high-priced papers and skilled workmanship are used.

ROYAL SATIN is not a four or five finished newsboard made from the general run of stock.

ROYAL SATIN is made to an exact formula under careful supervision assuring you of absolute uniformity.

Proper cleaning, refining, beating, drying and calendering on slow running machinery produces *ROYAL SATIN*, which is rigid and will not warp—it is the highest finished box board obtainable.

ROYAL SATIN'S additional cost is too small to question—its advantages justify your investigation.

Demand *ROYAL SATIN* in your boxes for protection.

Consult your boxmaker.

THE BUTTERFIELD-BARRY COMPANY

Sole Distributors

174 Hudson St. New York.

GAIR DISPLAY CONTAINERS



A Gair Display Container is:

A miniature shop entirely your own within a larger shop of bewildering variety nudging for attention. In the Display Container, your merchandise acquires distinction; it takes on an exclusive value apart from the surrounding stock and stirs the wish to buy.

Your Display Container will win a fair place on the show case and counter if the designer has touched it with a deft brush—if its colors win the approving smile of the casual customer. Everybody is swayed by what is artistic, even in your sales argument. If the spirit of it is in your Display Container, your goods are sold.

Our Creative and Design Department has a background of sixty-five years of experience in merchandising. It understands your problem.



ROBERT GAIR COMPANY

420 LEXINGTON AVENUE, NEW YORK

GAIR DISPLAY CONTAINERS



A dwelling is to be built. Your architect is called in. You want external symmetry and dignity; inside, an atmosphere of hospitality and comfort. A decorator, a gardener and other experts lend their brains to an undertaking that you watch with interest, pleasure and final satisfaction.

Do you give technical men the same opportunity to plan details so fundamental to your merchandising success? Gair Display Containers, for instance, are built on many lines. Aside from the artistry for which Gair Display Containers are remarkable, there are many other practical features that bring us studiously close to the user's requirements.

The tilt that gives the greatest visibility, the arrangement that makes the contents of the Display Container suitably conspicuous, the sturdy platform on which heavy articles rest and the effectiveness with which the cartons displayed are developed into a harmonious whole should be the responsibility of trained designers.

These are the problems of sales building and successful merchandising. They should be solved scientifically and considered as seriously as any technical element of business requiring specialized experience.

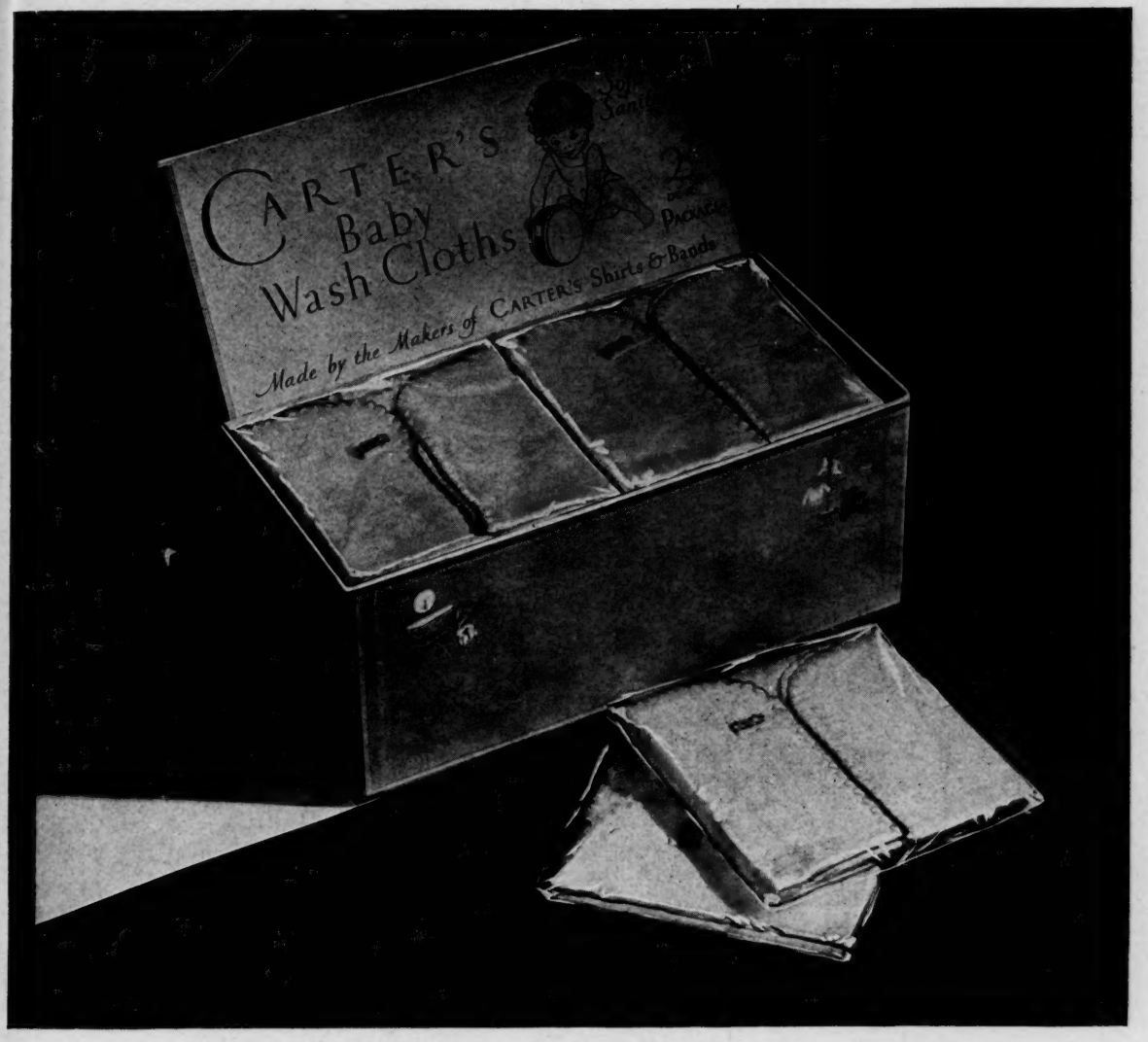


The Gair Creative and Design Department is available for this purpose.

ROBERT GAIR COMPANY

420 LEXINGTON AVENUE, NEW YORK





Selling to a buying impulse

HYGIENIC appeal is a distinct appeal to a woman's buying impulse. And The Wm. Carter Company capitalizes this fundamental of merchandising by marketing its baby wash cloths in germ and dirt proof Cellophane.

Here is an article that must stay clean, and yet must be shown so no sales will be missed.

It is difficult to imagine any other way to sell this product except through 100% transparent Cellophane. The Cellophane method should stimulate the imagination of every keen merchandiser who has a packaging problem.

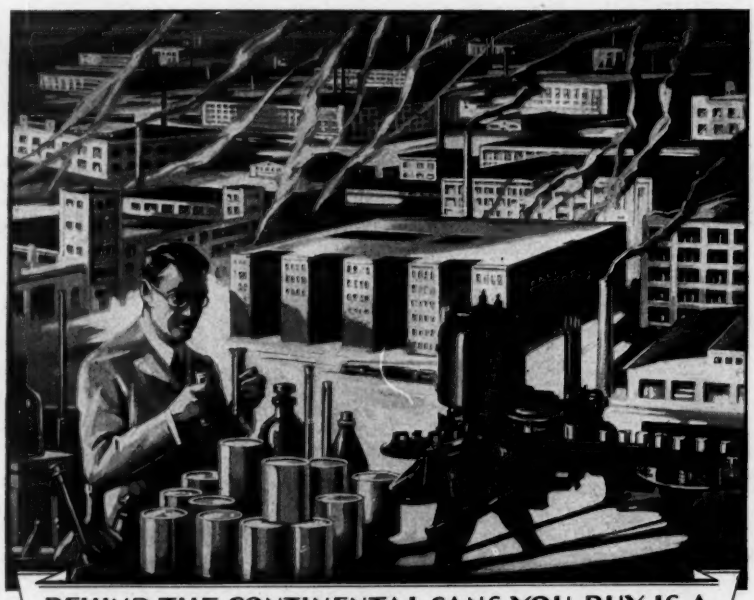
Our new DeLuxe Booklet will be sent upon request and our Package Development Department will submit ideas to any one sending in samples of their products.

DU PONT CELLOPHANE CO., Inc.
2 Park Avenue, New York City

Canadian Agents:
WM. B. STEWART & SONS, Limited, Toronto, Canada

DU PONT CELLOPHANE Cellophane

Cellophane is the registered trademark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product).



BEHIND THE CONTINENTAL CANS YOU BUY IS A COMPANY WITH TREMENDOUS RESOURCES FOR SERVICE

Continental Cans are definite and dependable factors in the distribution of thousands of products the world over.

Millions of homes look to thousands of manufacturers for products of every description protected by the tin can. These manufacturers in turn look to Continental as their never failing source of supply for quality cans.

Behind Continental Cans are 28 plants advantageously located from coast to coast—20 Sales Offices in principal cities—hundreds of experienced representatives—Research and Development Laboratories constantly making improvements in cans, in the preserving of foods and rendering service.

An efficient organization of men trained thru life-long experience to produce the utmost in quality and service are anxious to give your packaging problems the personal interest and attention they deserve.

CONTINENTAL CAN COMPANY, INC.

COAST TO COAST

Executive Offices: NEW YORK: 100 East 42nd Street CHICAGO: 111 West Washington Street

Factories and Sales Offices

CHICAGO	BALTIMORE	JERSEY CITY	SAN FRANCISCO	ST. LOUIS
CINCINNATI	DETROIT	LOS ANGELES	SYRACUSE	DENVER
WHEELING	NEW ORLEANS	CLEARING	SEATTLE	PASSAIC
ROANOKE	CANONSBURG	BEDFORD	SAN JOSE	BOSTON

"It's Better Packed in Tin"

MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1929.

VOLUME TWO
NUMBER FIVE

NEW YORK, *January*, 1929

$3.00 FOR THE YEAR
35 CENTS A COPY

Packaging for Popularity

Life Savers, Inc., of New York, Assure Successful Merchandising by Means of Appealing Packages--Efficient Production Methods Maintain the High Quality of the Product

By K. M. REED

THE merchandising problems involved in marketing a five-cent candy can be solved in one way only—by appealing to a large market. Volume sales are a necessity if a product of this type is to be successful. Early in the marketing history of Life Savers the package was called upon to sell the product, for it was believed by the manufacturer that the future success of the candy depended upon appealing packages and displays.

Reviewing the steady upward growth in popularity of Life Savers, it is clear that dependence upon the strength of package appeal was, in this case, justified.

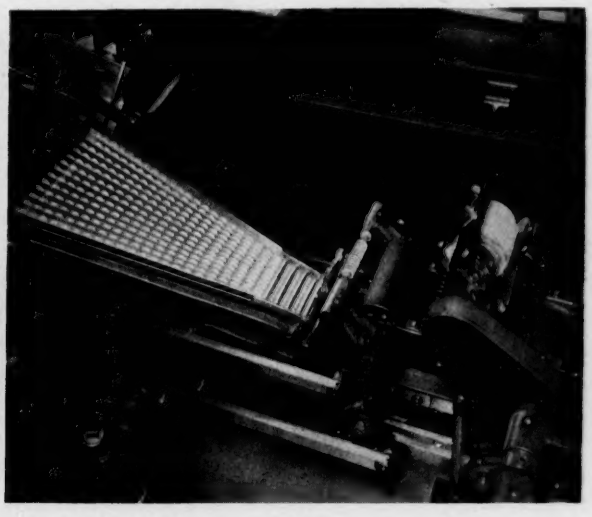
In designing the package many different types were considered and discarded as unsuitable for this kind of confection. Mounted foil wrappers (a combination of lead and tin foil mounted on a paper liner) were considered unsuitable because of their lack of lustre and tendency to crack and spill the contents of package. It was found that both the cardboard and tin boxes used by manufacturers of similar products were not sufficiently air-tight to preserve the flavor and prevent the evaporation of the essential oils used in the candy.

A pure tin foil wrapper was selected because of its bright lustre and its strength. The label chosen carried a suggestion of the flavor of the contents and displayed the trade mark and flavor name in a prominent place. This manner of wrapping differed from competitive lines and resulted in an attention-compelling package that combined utility and attractiveness.

The problem of providing a proper means of display for this package was next considered. It was felt that the container should provide a



Removing defective tablets

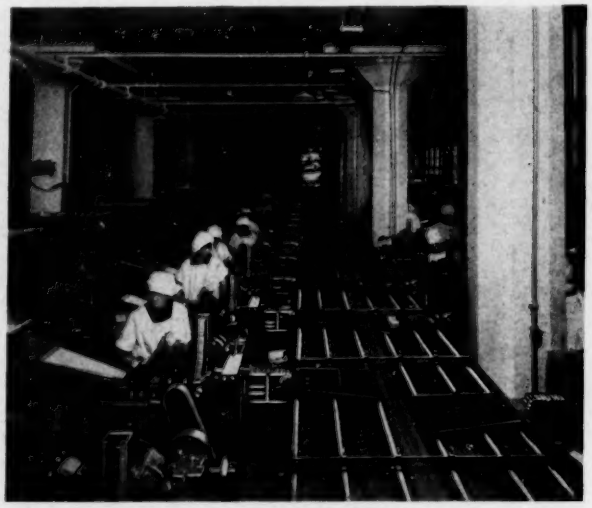


Device conveying tablets to foil spinning machine

suitable background for the package and be attractive enough in itself to compel the dealer to give it sufficient space on his counters. The container finally selected was printed in colors to match the labels on the packages. To save on counter space, it was made in a smaller size than the usual display carton. It is constructed so that the contents are shown on an angle, thus affording a better display for the packages than offered by the flat carton formerly used.

THE original candy was manufactured in mint flavor; later the wintergreen flavor was introduced and proved to be a popular one. At the present time the company is manufacturing Life Savers in six flavors: peppermint, wintergreen, clove, licorice, cinnamon and violet. Three years ago the company began to manufacture Life Saver Brand fruit drops in three flavors: lime, lemon and orange. Recently grape, anise and menthol cough drops have been added.

In the beginning a small force of girls wrapped and packed Life Savers by hand. As the volume of business increased it became necessary to change this method and employ machinery. Each succeeding year has seen changes in the type of machinery used until at the present time the entire process from mixing to shipping is accomplished by batteries of efficient machines. A well equipped machine shop located in the plant aids in keeping the machinery in perfect condition.

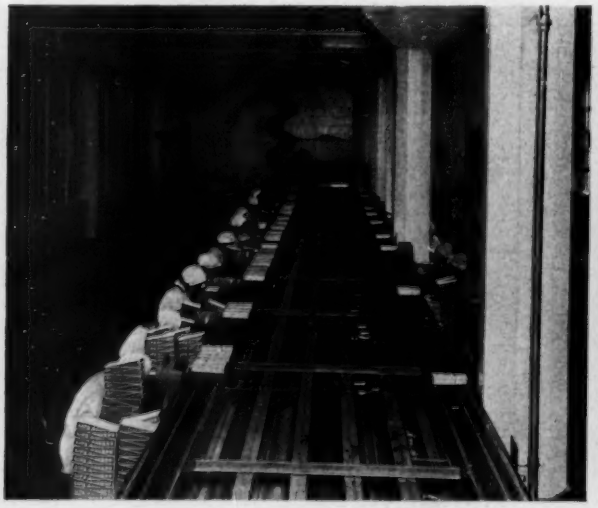


Belts convey packages to elevators

All the processes in blending and mixing are accomplished by machine. The tablets are made by rotary tablet-forming machines which were designed especially for the manufacture of Life Savers. These machines apply a pressure of 14,000 pounds to each tablet which assures the china-like hardness characteristic of these small, round confections.

Production is planned on a gravity basis. After the tablets have been formed they are fed into the hoppers of the wrapping machines on the third floor. These machines are the result of many years' experimentation and are as nearly perfect as human ingenuity can make them. The tablets are dropped by a device on the bottom of the hopper into fourteen slots on a sloping tray. An attendant at this machine stands by and picks out any imperfect tablets with a long forceps. When the tablets reach the bottom of the tray they are turned on edge by an aligning device and assembled in a roll of fourteen.

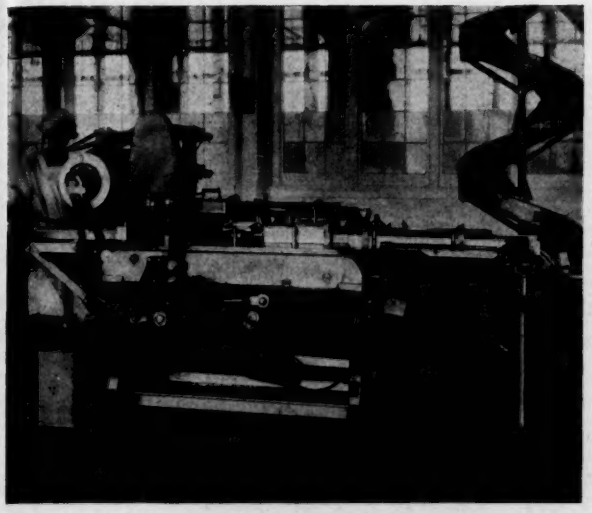
THIS roll is picked up by mechanical fingers and is wrapped in tin foil by a spinning process. The foil is not glued but is closed by pressure exerted by a sliding bar. Then the foil-wrapped roll is again picked up by metal fingers which automatically close the ends of the foil and deliver the roll to the labeling unit contained in the same machine. This unit spins the label around the roll and applies a thin strip of vegetable glue to the edge of the labels. The nicety of this latter operation can be judged from the fact that with



Packers receive foil-wrapped rolls from belt conveyors



Assembling department where rolls are packed in display containers



Wax wrapping display cartons

The cartons are received from the manufacturers printed in flat sheets and assembled by machines on the fifth floor. They are packed into small hand trucks and taken down to the packing tables.

LIFE Saver rolls are packed into cartons by hand. So far no machine has been developed that will pack the rolls into the cartons so that the Life Saver trade mark and flavor name on the labels are uniform in appearance and can readily be seen when the carton is opened. The girls employed in packing these cartons soon attain dexterity and speed and assembling the rolls in the cartons keeps pace with the packaging machines.

When the cartons have been filled they are placed on a conveyor belt which runs parallel to the main conveyor but in the opposite direction. This belt conveys the cartons to the wrapping machines where they are wrapped in wax paper and sealed by a specially constructed heating appliance which seals the ends and side of the wrapper, producing a moisture-proof package.

The finished carton is dropped through spiral chutes to the second floor. There it passes along a belt to be packed by hand in fibre shipping cases. As each case is filled it is passed to a sealing machine, where silicate of soda is applied by hand and the case passed through a machine which applies pressure, thus sealing the container. After sealing the cases are conveyed by means of another spiral chute to the shipping room where they are stenciled and moved for shipment or storage by means of lift trucks. This shipping room opens on to the shipping platform on a railroad siding adjacent to the plant. This takes care

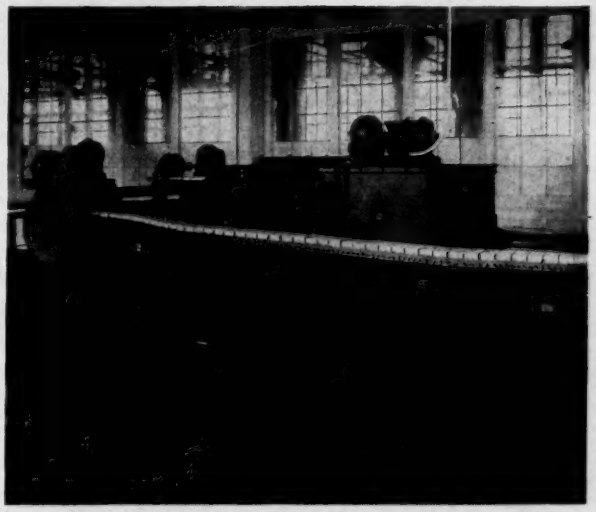
(*Continued on page 61*)

the exception of this strip of glue the label is kept free from any adhesive and the friction applied to hold the label together is such as to prevent the possibility of scratching the surface of the highly varnished label.

These machines are capable of wrapping and labeling an average of one thousand boxes a day running at a speed of from thirty-five to forty individual rolls per minute.

When the rolls have been wrapped and labeled they are deposited by the machine on conveyor belts which feed to bucket elevators. The wrapping and labeling machines are arranged on either side of the conveyor and the belt is so divided laterally that it is possible to keep the flavors separate. In this way it is possible to manufacture different flavors at the same time.

The bucket elevators deposit the wrapped rolls on a conveyor belt which passes along between the packing tables. This belt is divided in the same manner as the ones leaving the wrapping machines so that the flavors are kept on separate belts. At each table is a slot door with a hand-operated control that dumps the rolls of packages on the packing tables.

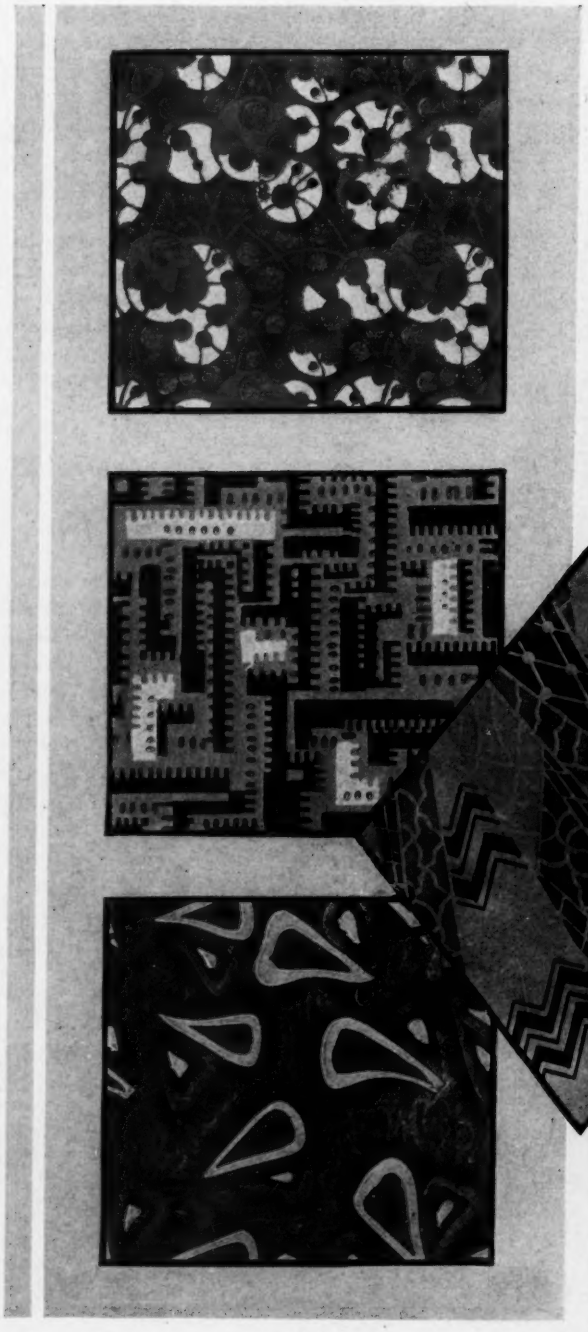


Cartons leaving the wax wrapping machine



Sealing fibre shipping cases

Modern Designs in De



At left: "Ninon" in orange, purple, gold and gray. By Beekman Paper & Card Company

Center panel of page shows vari-colored modernistic design on white background. By Tamm & Company

Immediately below is an Easter design in lavender and pale green. By Hampden Glazed Paper & Card Company



Center of row above: "Totem" in primitive colorings. By Beekman Paper & Card Company

In panel above: "Wedge" in orange, purple, green and gold. By Beekman Paper & Card Company

Center of row on right: Converging circles in blue, gold and white. By Hampden Glazed Paper & Card Company

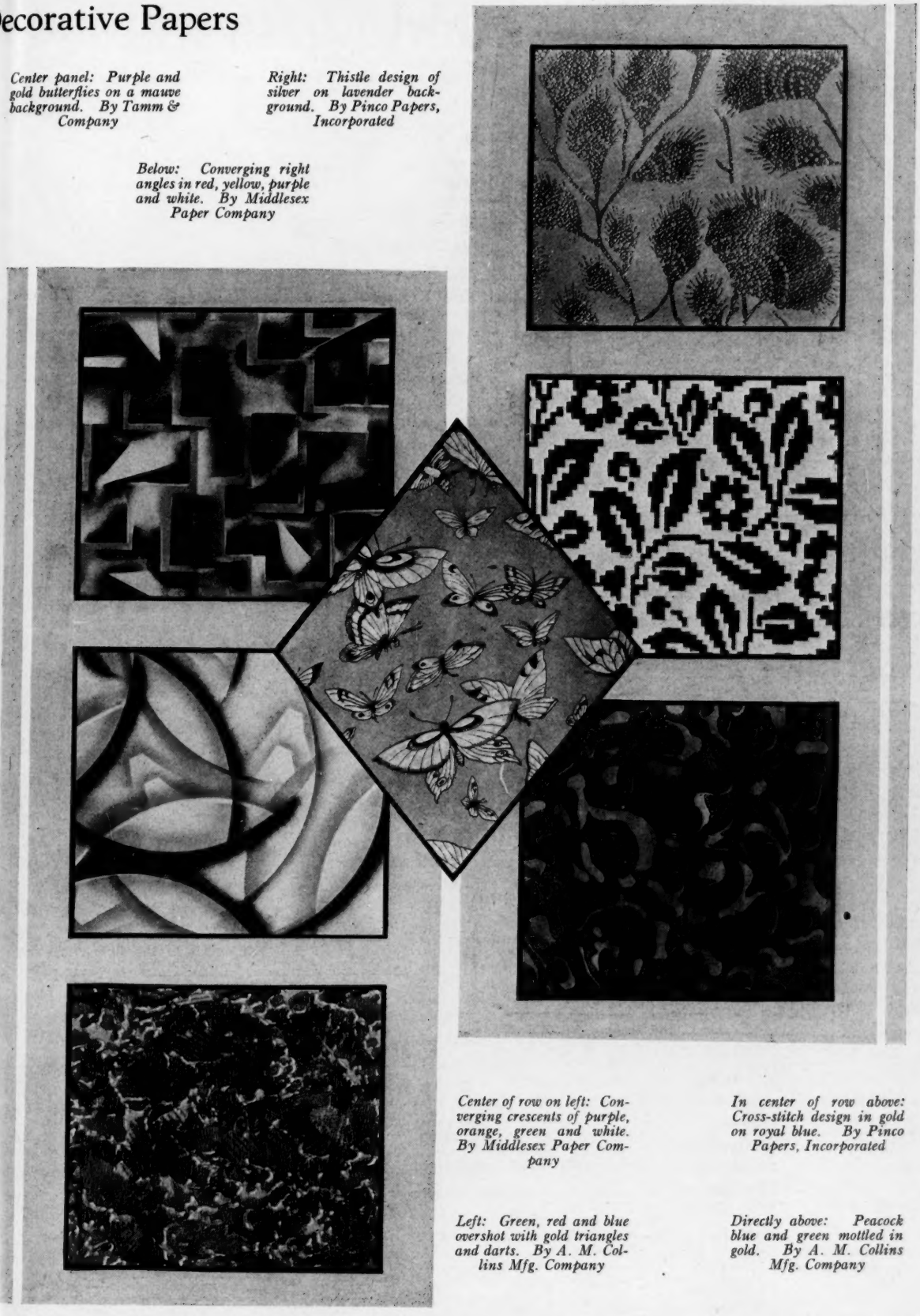
Right: Modernistic Easter design in purple and white. By Hampden Glazed Paper & Card Company

Decorative Papers

Center panel: Purple and gold butterflies on a mauve background. By Tamm & Company

Right: Thistle design of silver on lavender background. By Pinco Papers, Incorporated

Below: Converging right angles in red, yellow, purple and white. By Middlesex Paper Company



Center of row on left: Converging crescents of purple, orange, green and white. By Middlesex Paper Company

In center of row above: Cross-stitch design in gold on royal blue. By Pinco Papers, Incorporated

Left: Green, red and blue overshot with gold triangles and darts. By A. M. Collins Mfg. Company

Directly above: Peacock blue and green mottled in gold. By A. M. Collins Mfg. Company

Correlation Chart of Color Interpretation

1. *Light Values* 2. *Medium Values* 3. *Dark Values*

HUES	SYMBOLISM	CHARACTERISTIC	MOOD	Influence	Temperature
Redpurple	2 Battle 3 Heroic Virtues 2 Valor 3 Prowess	2 Stateliness 2 Impressiveness 2 Haughtiness	3 Cold 3 Chilly 2 Tragic	SUBDUING COLORS	COOL COLORS
Purple	3 Loyalty 2 Patience 2 Fidelity 3 Allegiance	3 Dignity 3 Royalty 3 Seriousness 3 Imperialness	3 Dark 3 Ceremonious 3 Cold, Grave 3 Austere 3 Pompous		
Purpleblue	3 Solemnness 3 Majesty 2 Reverence 2 Sublimity	3 Apathy 3 Harshness	3 Stern 3 Unyielding 3 Cold		
Blue	3 Truth 3 Consistency 3 Justice 2 Sincerity	2 Tranquility 2 Calmness 1 Expansiveness	2 Passive 3 Cold 3 Deep		
Bluegreen	2 Peacefulness 2 Serenity 3 Placidity	2 Retiredness 3 Unexpressiveness	2 Sedate 3 Sober 3 Cold	TRANQUILIZING COLORS	
Green	2 Fruitfulness 2 Hope 2 Immortality 2 Prolification	2 Youth 2 Vigor 2 Life 2 Appeal	2 Cool-Passive 1 Refreshing 2 Restful 3 Quiet-Retiring		WARM COLORS
Greenyellow	2 Encouragement 1 Happiness 2 Success 1 Prosperity	1 Cheerfulness 1 Refreshingness 1 Vivacity 1 Alacrity	2 Springlike 1 Gentle 2 Stimulating 2 Flush or Warm		
Yellow	1 Supreme Wisdom 1 Goodness 1 Inspiration 1 Prudence	1 Joyfulness 1 Gaiety 1 Merriment 3 Sickness	1 Warm 1 Light 1 Joyous 1 Active 1 Stimulating	EXCITING COLORS	
Yellowred	1 Knowledge 2 Benevolence 2 Home 1 Light 2 Benignity	1 Liveliness 1 Warmth 2 Gravity 3 Somberness 3 Strength	1 Mellow 1 Warm 2 Rich 2 Luscious		
Red	2 Love 2 Valor 2 Passion 2 Truth	2 Danger 2 Sanguinity 2 Fire 2 Anger	2 Intense 2 Fierce 2 Hot 2 Vital 2 Active 2 Exciting		
White Silver	Chastity Innocence Purity	Peace Modesty Reservedness	Dignified Clean Chaste		
Gray	Tribulation Humility Distress	Quietness Subduedness Repressiveness	Calm Serene Mild		
Black	Death Mortality	Gloom Darkness	Mournful Sad		
Gold	Richness Glamour Enchantment	Money Gold Glory	Glorious Powerful Distinctive		

© 1924 by Charles E. Vautrain

The Psychology of Color

Its Importance in the Design of the Modern Package

By CHARLES E. VAUTRAIN

WHEN one remembers that advertising is only another name for applied psychology you will more readily realize the importance of the psychology of color in successful merchandising.

In former years all the time, money and energy spent in marketing an article were used to perfect the article itself and reduce its manufacturing cost. But we have come into a new age—the age of color. People demand beauty and color harmony in all their surroundings, color influences their purchases. Home furnishings, automobiles, radios—yes, and even in the necessities of life such as packaged food products—color plays a prominent part. If your competitor's product is in a more attractive package, all other things being equal, his sales will greatly overshadow yours.

There is nothing strange or extraordinary in this new but universal appeal of color. When you consider that color brings to the eye the same pleasurable sensation of variegated moods that music brings to the sense of hearing, you wonder why it has been so long in arriving to the position it now occupies.

Color is the one factor that can create the proper atmosphere in the advertising piece. It can convey the impression of strength, youth, vigor, dignity, royalty, warmth, coolness and so on through the entire range of feeling and emotion. It can be made to sway the minds of purchasers as a Beethoven composition sways its hearers when properly interpreted. Carefully planned color work will carry your product instantly to the mind of even the most indifferent observer.

THE selection of the proper color depends upon the specific case. Therefore, a knowledge of colors, their symbolism, characteristic, mood and influence will help one to select a color or combination of colors for a package appropriate to the product or for attention value. Even a superficial study of this subject will help you determine more accurately where and how you should use red, when blue should be avoided, etc. Color, like music, speaks a language which should be known by everyone interested in merchandising. Like any word in the English language, each color has its significance, the meaning of which influences us to an extent even greater than we realize.

Red is a brilliant color which symbolizes fire, heat, passion, blood, danger; but it can also be aggressive and irritating when used incorrectly. It has great power and versatility but its extravagant use has made it become very common. Use red only when its appropriateness can be utilized. Otherwise select some other color that offers more contrast or novelty. *Green* typifies coolness, life, restfulness and cheer. Its use in a harmonious color scheme wears well. When it approaches blue it is cold and retiring, but when it draws on yellow it becomes warm and advancing. When one studies the great scale of greens as seen in a landscape lighted up with full sunshine through the leaves, and the rich dark green in the shadows, it seems as if no other color would admit more restfulness to the eye.

Blue symbolizes truth, consistency and justice. It is a cold color, and a retiring one. Its suitability as a background is best exemplified by looking at a blue sky against which the landscape stands out with vividness. It loses brilliance, however, under artificial light and it is safer to use a medium tint. Blue used unwisely is discordant and entirely unrelated to other colors.

Purple is a color that royalty has worn since time immemorial. It is also a color of mystery because it can be hot or cold, life-giving or quietly dignified. Its stateliness is at all times beyond compare but can seldom be used successfully for commercial purposes.

Yellow—the light-giving color signifies life, light, cheer and happiness, but used incorrectly or in too large quantities, it is blinding and oppressive. In its highest purity, it always carries with it the nature of brightness and has a serene, gay softly exciting character. It excites a warm and agreeable impression and is very attractive when used with its complement—purple-blue as a background.

WITH these few interpretations it is not difficult to understand the compelling influence of color in business—it is such an important part of our everyday life. As an example, let some unknown force remove nature's colors and picture in your mind's eye what this world would be like. Or were Nature, in angry and discordant mood, to reverse the color balance, staining the grass with the yellow pigment of the buttercup and turn this flower to a sickly green; then intensify the severe blue of heaven to a loud purple, splashed with clouds of robin's egg blue, the world would assume the aspect of a nightmare. Nature herself proclaims the importance of color. Our reactions are beautifully pictured by Grant Allen in his essay on Comparative Psychology. He writes: "There is no element of our sensuous nature which yields us greater or more varied pleasure than the perception of color. Whether we look at the larger physical wholes, the azure of heaven above us, the purple sea beneath us, and the green meadows by our sides—or the smaller organic bodies, the brilliant flowers, the crimson foliage of Autumn, the gaudily painted butterflies, the beetles clad in burnished gold, the

(Continued on page 72)

Packaging Quality Linens

The Pepperell Mfg. Co. of Boston Employs Packages to Denote the Quality of Its Products

By GARDNER SANFORD

Pepperell Manufacturing Co.

IT is not necessary to go back very far in order to discern a distinct change in the buying habits of the general public. Time was when an article was bought for its utility, and any dressing up of the article itself or its wrapping was considered a waste of money. Many held the impression that if a manufacturer presented his goods in an especially attractive form he stole from the utility of the goods in order to meet the expense of beautifying them, and so the hard-headed buyer was inclined to favor the competitor who sold his product plain and unvarnished.



Box decorated with animal pictures to hold crib sheets

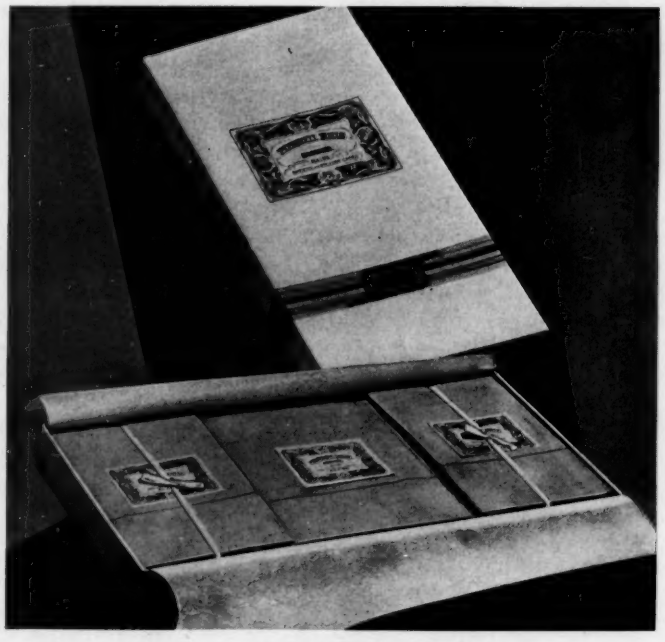
It is not in the province of this article to explain why a change has come about; it is not even necessary to argue about it for it is apparent to everyone. To sell successfully in these days goods must possess some element of beauty and attractiveness, if not in themselves, then in their packaging.

The Pepperell Manufacturing Company early recognized this situation, but their principal product before the public was sheets and pillow cases. Rather a tough assignment, you will admit. Here was a type of article about as staple as anything could be, and which for generations had been bought for use only. Manufacturers accepted the fact that the public would buy about so many sheets and pillow cases each year, and the public bought those sheets and pillow cases with the sole thought in its mind that they were a common necessity and their wearability was the only consideration.

Up to a few years ago very few sheet advertisements appeared. Sheets were considered in that group of articles which need not be advertised. You had to have sheets and when you needed them you bought them.

ABOUT three years ago the Pepperell Manufacturing Company, acting on the belief that the people of the United States had advanced their living standards and afforded a market for a finer sheet than the company had hitherto made, brought out their Lady Pepperell grade. At first to the public Lady Pepperell was just a new, untried sheet, although sponsored by a company of excellent reputation over a long period in the manufacture of sheets. To wrap up these new sheets in bundles of strong paper and heavy twine for the purpose only of keeping them clean and piling them on the counter in a heap along with competing brands meant a long, hard pull to successfully introduce the new product. The company had noticed that retailers almost never gave sheets display space in their windows. It was decided to fix up the Lady Pepperell line so attractively that it would command window space and at the same time would stand out among others on the counter inside the store.

First of all, a ticket was designed which should suggest the luxury and loveliness of the new sheet. The ticket is rather intricate in design and in this respect contrasted sharply with the simple tickets used by others. The ticket is in four colors with royal purple predominating. The next step was the wrapping paper. A great deal of thought was given to this and finally a pattern in imitation of the hand-blocked Toile de Jouy paper was adopted. The design consisted of several figures showing sheets in actual use in the home. Purple suggested itself as the color for the paper and also for the string. The



Box containing two sheets and two pillow cases

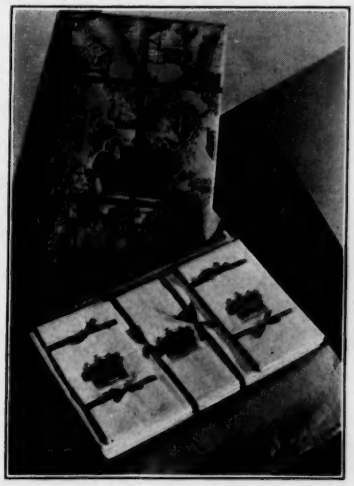
company now had an attractive package of sheets which could be placed in the window or on the counter just as wrapped by the manufacturer. It had something different and that difference was along the line of beautifying the article—making its appearance pleasing to the buyer.

NEXT a Christmas gift box was suggested and boxes were made suitable for holding various numerical combinations of sheets and pillow cases. The box was covered, of course, with the Toile de Jouy paper and the sheets and pillow cases within the box were tied daintily with purple ribbon. Royal purple tissue paper was used for the inside wrapping. Prior to this only the most practical folks ever gave sheets for Christmas, but here was a lovely box of bed linen just right for that purpose. The public accepted the idea enthusiastically. Later the company designed a Christmas band which could be wrapped around the box, making it most appropriate for the season, but which could be removed leaving the box suitable for gifts for any occasion.

Now crib sheets came in for consideration. Why was not the young son or daughter of the household entitled to have his or her bed linen put up attractively? There seemed to be no good reason to the contrary, so the Baby Pepperell line—Lady Pepperell fabric—but made in crib sizes was brought out and packaged appropriately. This delightful box has solved the gift problem of many friends of our very newest citizens.

Then the Pepperell Manufacturing Company did an amazing thing. Acting on the premise that beauty was now essential in its product and that the women of the country were ready for real beauty in sheets and pillow cases, it brought out its line of colored sheets. No particular packaging problem entered here as the present gift boxes and regular wrapping paper suited the case entirely. An appropriate band was placed around gift boxes containing colored sheets. Later it developed that to sell colored sheets they must be seen and of course the opened sheets on the counter soon lost their freshness. So a covering of Cellophane was added to the gift box.

When the Lady Pepperell brand had been on the market but a short



Gift box covered with Toile de Jouy paper

time it had earned the title, "the most talked-of sheet of the year." Of course, Lady Pepperell had the advantage of a broad and aggressive advertising campaign and strenuous pushing by the company salesmen, but packaging played a most important part in making its introduction a quick success. The very nature of the Pepperell product made its packaging a difficult problem, but its success has shown that there is probably no product, however common and prosaic, purchased by the general public, which may not be improved in appearance and its volume of sales accordingly increased so long as the temper of the people for beauty with utility continues.



Ticket printed in four colors

The Niceties of Packaging*

THE retailer who is satisfied with waiting for what the public demands and delivering just what happens to be asked for has not performed his full professional duty. Even if he were of this opinion, he would be forced to change his mind within a comparatively short time through the radical instructive system. The sales curve of his business would soon be on the down grade and tell him, persistently, that somewhere he neglected something that should be corrected as soon as possible.

What apparently is not sufficiently taken advantage of in the textile retail trade is the sales opportunity, not in the sense of an occasional offer, but in the sense of the occasional demand. An occasional demand, which is not based on a material necessity, takes place, for instance, if a passerby intends to make a present.

What is to be done, so that the entire textile retail trade is able to profit more than heretofore from such occasional buyers? There are two things necessary: first, the show window must be arranged with corresponding hints, instructing passing customers, even when in a great hurry, that in this place very original and practical presents are obtainable. Second, the utmost attention is to be paid to the manner in which the goods are put up. There is a lack of attention regarding packing in the retail textile business, if one disregards the special occasions and Christmas. This packing is, under the circumstances described, almost more important than the merchandise itself. The cost of such packages, which of course have to be in stock in very many different sizes, is, compared to the profit derived from these sales, quite small. In many cases even, especially for sales of small figures, it will be possible to charge the expense to the client, who will pay same willingly and without objection.

(*Continued on page 61*)

* *Reprinted from the December issue of "Die Verpackung."*

Does Your Packaging Meet *"new-day" merchandising?*

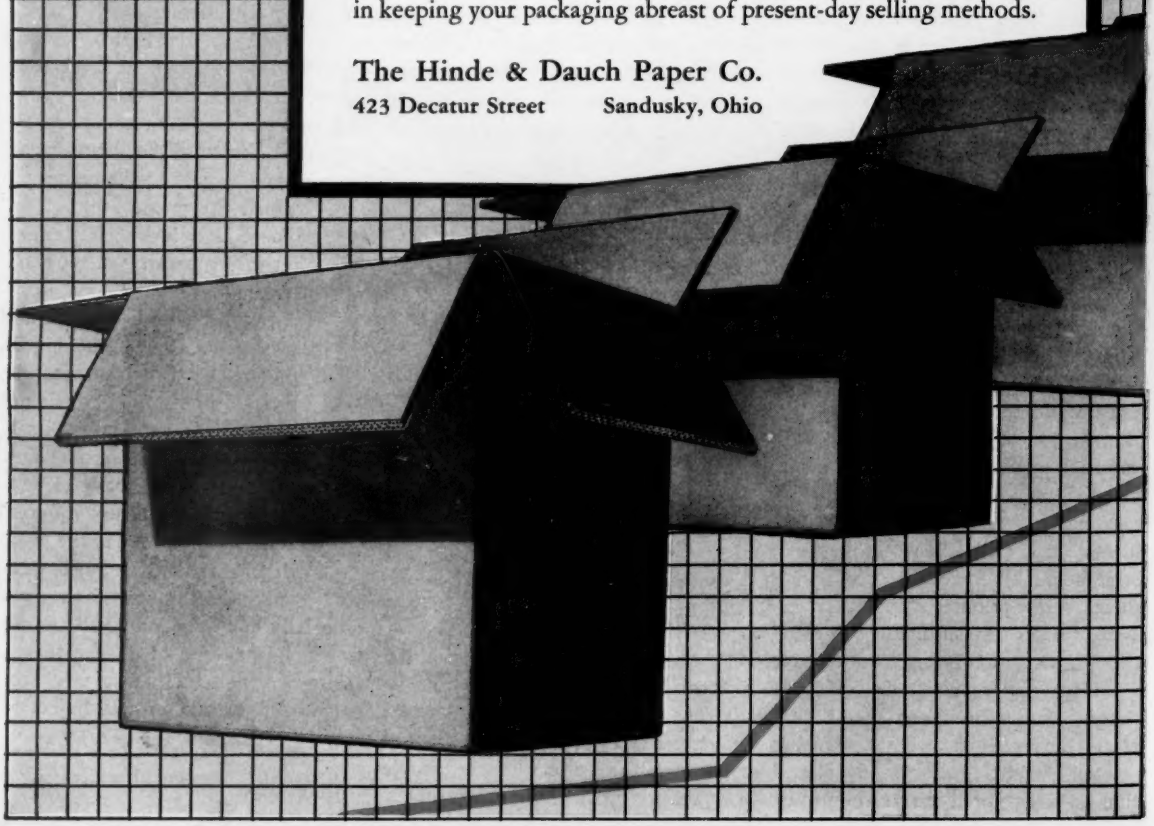
GONE with the cigar store Indian are the days when business can be done leisurely, slowly — new-day merchandising steps at a lively pace.

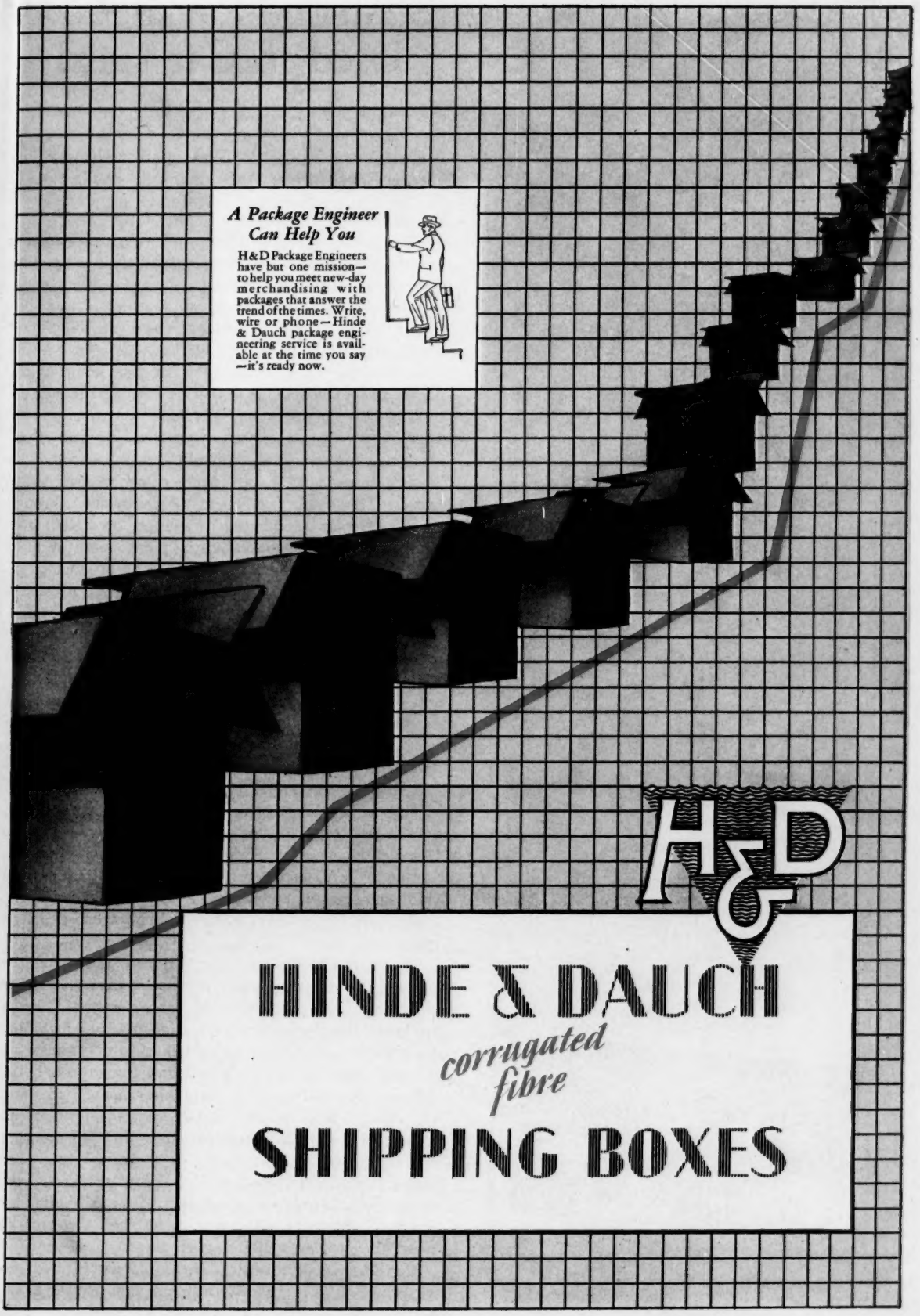
Goods must be bought rapidly, made rapidly, packed rapidly . . . *and packed rightly* to withstand fast shipping, fast handling.

Your customer's customer expects your product to reach him unblemished, unmarred . . . and in the quantity most convenient for him to use. Hand-to-mouth buying . . . high warehousing expense, small inventories are here to stay . . . your packaging must fit the trend of the times.

This is the reason why 21 H & D Mills and Factories — strategically situated to give you localized service — are finding new customers every day. H & D service is designed to aid you in keeping your packaging abreast of present-day selling methods.

The Hinde & Dauch Paper Co.
423 Decatur Street Sandusky, Ohio




A Package Engineer
Can Help You
H&D Package Engineers have but one mission—to help you meet new-day merchandising with packages that answer the trend of the times. Write, wire or phone—Hinde & Dauch package engineering service is available at the time you say—it's ready now.
H&D
HINDE & DAUCH
corrugated
fibre
SHIPPING BOXES



Shall the Package Be Used in Car Card Advertising?

A Consideration of the Reasons for Employing a Facsimile of the Container in This Form of Publicity

IT is acknowledged that the primary requisite of any form of advertising is that it must sell the merchandise advertised. Effectual advertising does more than that—it sells not only the single product advertised but "fixes" the name of the manufacturer or the identity of the product firmly in the mind of the consumer. In deciding whether or not to employ a reproduction of the package in advertising it is well to consider the well established laws of advertising psychology.

Memory plays an important part in all forms of advertising. The methods whereby the retention of an idea in the memory of the consumer may be assured are many. This object is frequently accomplished through the use of color combinations which are used with such regularity and frequency that the mere presentation of the color scheme will bring to mind the product itself. A noteworthy example of this method is the advertisements of the Campbell products.

Another method is by the use of a distinctive and individual type-face. This type-face may be used in all advertisements of the company over a long period of time and with frequent repetitions until the appearance of copy in this type will recall the balance of the advertisement. The Firestone Tire advertisements are an example of this method.

Again, the trade mark or label may be used in all advertisements. Where this feature plays an important part in the design of the container or package, as in the Heinz products, this method can be used to good advantage. In cases where the package itself carries the trade mark only in an inconspicuous place, the use of the trade mark as the main feature in the advertisement is contra-indicated.

The most effective medium that can be used in the advertising of any product sold in cans, packages or containers is a facsimile of the container itself. From the beginning of primitive civilization up to and including the present age no better way of telling a story or insuring a lasting impression has been found than through the use of pictures or pictorial representations of forms and objects. It is a well known fact that the form of an object will be remembered long after its color or other characteristics are forgotten. If a manufacturer has spent time, money and careful consideration on the selection of the package there is no better way of familiarizing the consumer with the product than through the use of the package in all his advertising.

Considering only the use of the package in car card advertising. The position of the car card in relation to the

eye of the observer is a particularly happy one. Advertisements in papers and periodicals may not be read at all or glossed over hurriedly, posters on bill boards are frequently passed by rapidly unless the tremendous size of the lettering or the brightness of the colors employed succeeds in arresting and holding attention and circulars distributed through the mails or through other channels are frequently disposed of unread. In the case of the car card the fact must be realized that the eye of the traveling public is a restless one, a fact which can be easily proved by watching the eyes of the average passenger in a street car. A small percentage carry their own reading-matter but the majority, either sitting or standing, are facing the car cards for a certain period of time.

An additional argument in favor of employing the package in car card advertising is the problem of reaching the illiterate portion of the population. This term is used not only to designate those unable to read but also those unable to read English. United States Army tests in 1917 proved that thirty per cent of those examined for enlistment were illiterate in that sense. If the advertiser is to reach this market he must employ a representation of the product or the package in which it is sold.

Having decided to use the package in the advertisement the question arises as to how to display it. It is an accepted theory that objects displayed in the same space are remembered together. Every advertiser hopes by long campaigns of advertising to associate his product in the mind of the consumer with the need or desire for a certain product. Beyond that he hopes to so identify the product that there will be no possible confusion with a similar product advertised by another company. By depicting the use of a product or the occasion when it is needed and a facsimile of the package containing the product together, the manufacturer may be reasonably sure that the two ideas will be remembered together.

Series of tests have proved that pleasant ideas, associations and experiences are remembered longer than unpleasant ones. The appeal in advertising must follow this principle. Not only must the product be advertised in a pleasant manner, i. e., by the use of artistic color effects, but it must also be associated with some pleasant reaction—cleanliness, beauty, satisfaction of appetite or some other pleasant sensation. If it is possible to tie up a picture of the package with a representation of a pleasant experience, the product will stand better chances of being remembered when this particular desire occurs.

Another factor is the position of the package in reference to the balance of the advertisement. Experiments have proved that objects are observed from left to right and from above downward. Therefore, if the package is placed on the right-hand side of the space it will be reached after the copy or other matter and associated with it. If this is impractical, for any reason, the second best position is below the most arresting color effect.

While this is merely a brief summary of the reasons for employing the package in car card advertising, it is hoped that it will aid in increasing the number of advertisements that result in more lasting benefit to the manufacturer through the skillful use of the package in combination



with good color effects and well devised copy.

In the illustrations shown are examples of outstanding car cards, each of which exemplifies one or more of the successful principles that can be embodied in this form of advertising. These cards have been furnished through the courtesy of the following firms:

Gugler Lithographing Co., of Milwaukee.
Haas Lithograph Co., of New York.
National Printing and Engraving Co., of Chicago.
Reynolds Metals Co., of Louisville, Ky.
The W. F. Powers Co., of New York.
United States Printing and Lithographing Co., of Cincinnati, Ohio.

A brief analysis of each of the cards shown is as follows:

The Mission Orange Dry card contains all the necessary elements of a successful advertisement. The use of the product is shown in a way suggesting a pleasant atmosphere, the art work is new and colorful and the bottle itself is displayed in the proper place, combining the use of the product and the product itself in a manner which should insure the fixation of the product in the mind of the potential purchaser.

In the Daggett and Ramsdell card the appeal is to the pleasure impulse, i. e., the desire to be beautiful. The three containers are so placed that the eye, being first attracted by the picture, travels downward to the containers. Likewise, in the Old Gold card, is the appeal to the pleasure impulse. The atmosphere suggested is that of romance and enjoyment, and the package in this case is shown twice, once in use and again in larger size on the right-hand side of the advertisement.



Directing attention to the package by means of color effects

Not only is the Beechnut package prominently displayed but it is open and discloses the contents. The flavor and tartness of the candy is suggested by the fruit displayed in natural colors.

In the Packers Tar Soap card the occasion of use and the product itself are skillfully combined. Attention is focused on the package and the product by the use of a black border effect which clearly separates the container from the background.

In the Adams Pepsin Mint card we see again the combination of the use of product and the product itself combined in picture form. This card would be effective even without the words which describe the use of the product.

Appealing to the pleasure impulse by suggesting the joyous reaction of the children, the Heinz Peanut Butter card is indeed effective. The container in this case is given more than usual prominence by the fact that it is shown in the center of the illustration. In the Baked Beans card of this same company we have a perfect example of the combination of the product itself, the container and the appeal to the pleasure impulse. The plate of steaming beans appeals to the appetite, the smile of pleasure on the boy's face suggests thorough enjoyment and the can is prominently displayed.

The advertisement of Dairy Products carries the pictures of all the products sold by the company. Two of them are open, displaying the contents. Here cleanliness and purity are suggested by the color effect and the containers.

In the North State Cigarette card the order of presentation is reversed. When masses of black are used against a light background (in this case, silver) they may be depended upon to draw the eye from the lighter surfaces so that the package is closely associated with the picture.

Using the well known Wrigley Spearmen in combination with the Wrigley packages secures attention and "fixes" the package in the mind of the consumer by associating it with the frequently advertised trade mark.



Associating the package with a pleasure impulse

Silver is used to suggest the temperature of the product in the Eskimo Pie card. As this product is merchandised by the use of wrapper and outside ice-box container, both are used in the advertisement in an effort to suggest the product whenever the consumer sees the outside container on display.

Transparent Wrap Display

A window display of gift items representing products of thirty-five manufacturers was the principal feature recently at the Du Pont Products Exhibit on the Boardwalk at Atlantic City. The items shown were wrapped in transparent Cellophane in white and various colors. The window was decorated in the Christmas spirit with poinsettias and holly wreaths. The floor and background of the window was of red and green Cellophane which created a harmonious and pleasing color effect. The display included fruit cake, candy, cookies, glaced fruit, visible indexes, heating pads, hair nets, soaps, rugs, men's ensemble sets,

(*Continued on page 72*)

Outstanding Christmas Packages

Using an Analysis of Successful Packages as a Means of Achieving Full Packaging Value Next Season

NOW that the holiday season is over and the disorder following the Christmas shopping crowds has been cleared away it might be wise for us to consider carefully just how we stand on Christmas sales. Have we received our full share of holiday business? Have we taken advantage of every legitimate opportunity to attract customers to our products?

At this time of year there is a short breathing space in which we should analyze the business year. Usually inventories engross our full time. Why not go further than that and consider what aids we might have employed to increase our holiday sales?

More than likely our advertising appropriation has been wisely expended. Prominent space has been given to the advertising of our products. Our shops have been decorated in an attractive manner and our letters have carried our best wishes to our patrons and friends. Have we overlooked anything that might have added to the volume of our sales? Apparently not, and yet, there is one item often entirely overlooked or passed over with an "anything will do" attitude—our packages.



Fig. 1 Modernistic effect in gift boxes

CLOSE attention to our own business and the strain of maintaining production strength or other elements of holiday trade is apt to cause business nearsightedness. We have had little time to shop around and find out for ourselves just what our competitors were showing. Now is the time to consider what has been done by others and make our plans for the next holiday season.

No matter what our field may be, there is some method of making our next holiday package so attractive that it will bring in its full quota of business. A few outstanding packages are illustrated here with the idea that they may suggest possibilities for future improvement in other packages.

Marshall Field and Company used two paper-covered set-up boxes in modernized patterns for the packaging of stockings, handkerchiefs and other small articles for the holiday trade. (Fig. 1.)

The box on the left of the illustration is developed in three shades of soft green, two shades of red and black. The design is a silhouette effect of pine tree branches and stars. The second box is covered with a modernistic design in three shades of red, gold, white and black. The pattern is composed of crossing and interlocking right angles in these colors, occasionally suggesting the outline of a Christmas tree at the converging points.

Both boxes have the Marshall Field label in black on a white background in the upper left corner.



Fig. 2 Gift soaps in black and red box



Fig. 3 Box for holiday issue of magazine

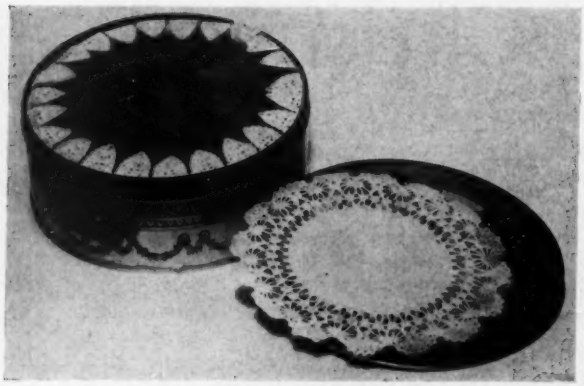


Fig. 4 Lithographed tin container for fruit cake

SOAPS for gift purposes were packed in a shaded red box with hinged top (Fig. 2). The lithographed wrap is decorated with reproductions of playing cards and the lid is lined with the same design. To form an effective background for the colored soaps contained, black paper is used to cover the tray. The sides and edges are also covered with black.

Distribution of an unusually fine holiday issue of *Country Life* published by Doubleday, Doran and Company, Inc., of New York, has been accomplished by the use of a Christmas box (Fig. 3.) The contents of this issue, including as it did inserts and reproductions of paintings and etchings, was such that had it been sold in the usual manner many of its attractive features might have been damaged. By employing a box the danger of mutilation of the copy before it reached the reader was avoided. The box used is of the set-up type with the sides and edges covered with red paper. The top is covered with a reproduction of the colored cover of the magazine and bears the words "Country Life" in red lettering.

In boxing a de luxe velvet finished garter, A. Stein and Company of Chicago employed a reproduction of an old-fashioned daguerreotype box (Fig. 5) This box is covered with a new paper in an embossed pattern in black on a mottled gray and black background that suggests the effect of old carved wood. The edges are piped in gold and there is a band of purple diagonally across the lower corner of the box carrying the trade name "Paris" in embossed gold letters. A removable tray of the same paper stamped with a gold border holds the contents in place.



Fig. 5 Paper in carved wood effect covers garter box

Heretofore almost all holiday containers for fruit cake have been made of lithographed tin in holiday colors. In departing from the usual the J. S. Ivins' Son, Inc., of Philadelphia, Pa., has established a precedent to follow in the packaging of food products for holiday sales. In this closely competitive field the new Ivins package stands out as a noteworthy example of thoughtful packaging.

THE four-pound fruit cake is completely wrapped in Cellophane on which is printed a border and center in lace effect with the J. S. Ivins' trade mark and label printed in red on the center motif. The wrapped cake is then placed in a round spun brass container. This container is raised on three ball feet and has a flat round knob on the cover. (Fig. 6.)

In preparing this container for shipment it was first wrapped in tissue paper and then placed in a corrugated fibre container.

The two-pound cake is wrapped in a band of baking paper, then a band of white paper with a lace edge and the top covered with a circle of Cellophane and a lace mat. (Fig. 4.) It was then placed in a circular tin, lithographed in green, red and gold, and packed in a printed cardboard box.



Fig. 6 Spun brass fruit cake container

Improving Notion Packages

Modernized Designs Result in Increased Sales in Notion Departments

By CHARLES A. EMLEY

THE moment you enter a department store your gaze is met by a panorama of colorful packages of distinctive designs. Contrast this scene with the one that greeted you upon entering a store back in the Mauve Decade. Drab, cheap-looking packages everywhere. Only occasionally could a colorful package be found.

What has been responsible for the evolution of the package from a colorless, cheap-looking affair lacking individuality to a thing of beauty and "personality?" Is the change the result of a desire on the part of manufacturers to "dress up" their products? In other words, are manufacturers becoming style-minded? No—the change has a deeper significance. The manufacturer is a hard-headed business man. If he were reasonably sure that cheap packages, colorless and drab, would answer his purpose, he doubtless would continue to use them. He has learned from experience, however, that the package is a salesman and that its appearance has a distinct bearing upon the success of his product, just as the personal appearance of a salesman has much to do with *his* success or failure.

The keen business executive wouldn't hire a salesman who was careless about his personal appearance nor one who persisted in wearing clothing such as was all the rage twenty-five years ago.



Fig. 1 Comparison of old and new style of hair pin cabinets



Fig. 2
New card commands attention



Fig. 3
Artistic design aids in displays

He insists that his salesmen faithfully represent his firm and that his packages, also salesmen, do likewise. They must be expressive of quality, distinctive, and "harmonize" with the nature of the product.

SUPPOSE, to illustrate the importance of the package, Mrs. Jones, upon whom your advertising has made a favorable impression, comes across your product displayed on a counter. What impression does the package make on her? Does it express quality, which is the theme of your advertising? Is it in keeping with the nature of your product? Is it pleasing to the eye? If so, it favorably impresses her and helps to complete the sale. If, on the other hand, it is drab, colorless, lifeless, it creates an unfavorable impression in Mrs. Jones' mind and the work accomplished by your advertising is wasted. Unquestionably the quality of a product is reflected in the package. It may be, however, that Mrs. Jones has never read your advertising messages—knows nothing about your product. Still, if the package is distinctive, expressive of quality and "harmonizes" with the nature of the product, it may arouse in her a desire to possess the product. So from a purely dollars and cents standpoint it pays the manufacturer to continually strive to improve his packages.

TAKE in De Long's case, for example. Fig. 1, left, illustrates one of the De Long hair pin cabinets that were put out several years ago. It

(*Continued on page 61*)

Packaging to Enlarge a Market

The Diamond Soap Company of Elizabeth, N. J., Employs Packages to Lift an Ordinary Commodity into the Gift Class

UP until the past few years or so, soap had but one function—to cleanse. Its use as a method of child training, as a hostess item or as a gift had not been considered. Soap was sold in long bars or poorly wrapped cakes and purchased for utilitarian purposes only, usually reaching the customer in a battered condition.



Fig. 1 Polka dot paper suggests contents

Gradually a change occurred. Soaps, particularly those intended for toilet use, were sold in paper wrappers bearing the trade mark and the name of the manufacturer. For convenience in shipping and merchandising, boxes holding three, six or a dozen cakes were used. These were usually chipboard or else an inartistically executed printed box. Boxing in this manner was the first step up the ladder in successful packaging of this product.

The Diamond Soap Company, makers of clear glycerine soap, experimented with new ideas in connection with their product and evolved several new forms of soaps, all of which tend to remove soap from its former classification and place it in the gift class.

The most interesting item in this line is the "In-cent-ive" soap (Fig. 1). Planned to encourage tiny children to use soap, without the necessity of constant urgings on the part of the parent, this clear glycerine soap was made with a one-cent piece firmly imbedded in the center of the cake. This one-cent piece cannot be reached by the child until the soap has been used up. To present this article so that it could be used as a gift item it was decided to pack three cakes in a brightly colored box. A regular set-up box covered with a modern paper is used. This paper is in checker board effect sprinkled with polka dots in gay colors.

Another product along the same line and planned for the same purpose is the model soap (Fig. 6). This soap has a silvered metal animal model in each cake and owes its success to the natural desire of a child to possess the bright object in the soap. To tone in with the silver of the model, a green and black modernistic paper was chosen to cover the box. Three cakes, each containing a different animal model and an insert telling the story of the soap, are packed in a box.



Fig. 3 Gaily boxed initial soap

THIS model soap is also packed in individual boxes to be used as booby prizes (Fig. 5). In this case a humorous verse or doggerel is included in the box. The box is similar in design to the one used in boxing the "In-cent-ive" soap.

(Continued on page 51)

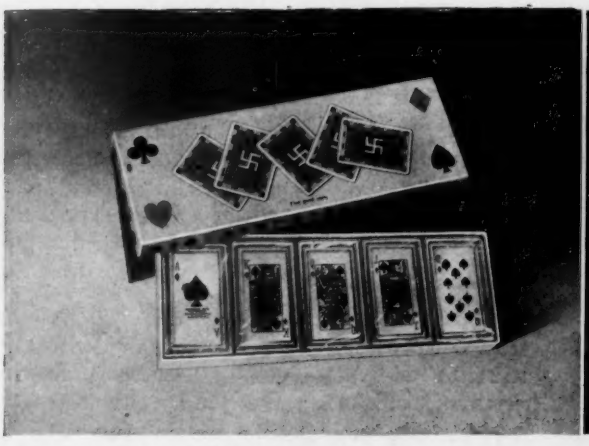


Fig. 2 Playing card box matches the soap



Fig. 4 Appealing to the children

Gift Cases for Perfume Specialties

Woodworth, Inc., Solve a Problem in Merchandising by the Application of Sound Principles of Improved Package Design

ONE of the most difficult problems in the merchandising of perfume specialties is the selection and design of gift cases. The present day packaging of most standard articles so far excels in beauty that of the gift package of a few years ago that the creation of gift cases has become exceedingly difficult and a tremendous tax on the ingenuity of designers.



Fig. 1. Combining two decorative periods

Attractive packaging is actually a necessity rather than merely a sales stimulant, for, with the tremendous competition in display and advertising, merchandise must be prepared to make an appeal to the love of the beautiful or the dealers cannot afford it proper space in window displays or on counters. More particularly during the holiday season is competition a serious problem. With every competitive line dressed in holiday wrapping, the design of a gift case must be different indeed if it is to stand out from competing lines on the dealers' shelves or counters.

Careful consideration of all the well established principles governing the packaging of merchandise, sold through retail outlets in competition with similar products, is necessary if the holiday gift case is to successfully accomplish its object. In addition to these principles it is necessary to call upon the imagination of the designer for an idea that has that "something" which makes for originality.

Actuated by a desire to improve the packaging of their line of perfume specialties, Woodworth, Inc., carefully considered the requirements of a good package. If a container of any sort is to be of value to the manufacturer it must accomplish three things—attract attention, compel the retailer to feature it in displays and it must be smart enough to tempt the customer to purchase it. Beyond that it is hoped that the case itself will act as a constant reminder of the excellence of the product, that it will tempt the customer to try out other products of the same line and act as an advertisement of the quality and excellence of the product. In other words it must function as a "loudspeaker" for the products contained.

In designing boxes for gift sets it is possible to work out many unusual shapes which could not be used for the packaging of staple products. The very nature of the contents demand a box of newer, more unusual form. Although the contents must be useful and attractive, the spirit of the occasion demands in the outside container a suggestion of the effect of lightness, gaiety and something of the joy of giving. Fig. 11 offers an example of a conventionally shaped box that gives the impression of the airy, fragrant odors of the perfume specialties contained within, and in Fig. 13 the unusual shape of the box suggests sophistication and smartness.

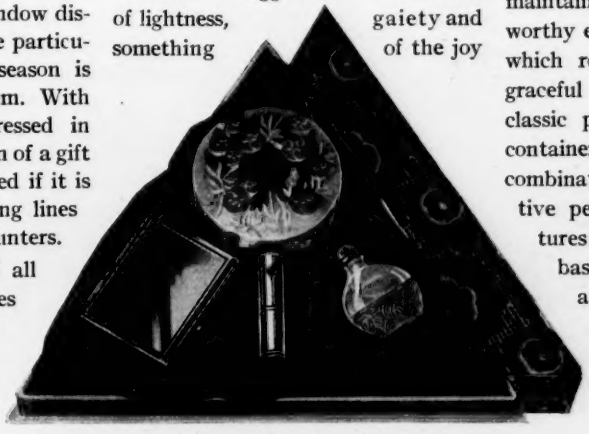


Fig. 3. Suggesting luxury and sophistication



Fig. 2. Mottled paper forms an excellent background for the label

The gift container must be designed with the shape of the jar or bottle to be packed clearly in mind. It must either follow the shape of the contents or contrast so sharply that the combination is in good balance. Whether the container is open or shut the balance must be maintained. Fig. 1 shows a noteworthy example of contrast in shape which retains good balance. The graceful glass bottle is of almost classic purity of line though the container is strictly modern—a clever combination of two distinct decorative periods. Other unusual features of this case are the solid base of the box, which will serve as a stand for the bottle, and the opening in the top of the box, through which the colored glass stopper may be seen. Fig. 4 illustrates the combination of a

round jar with a plain square box. In this case the commodity is cold cream, but it has had the same careful consideration in packaging as the more expensive items.



Fig. 4. Round jar and square box present well balanced appearance

In designing gift cases it must be remembered that they should harmonize with the modern interiors and carry out the desire for decorations which are expressive of the modern spirit. This trend in decorations is not a fad, as were the cubist and futuristic schools in art, but an earnest attempt to interpret the spirit and verve of the present age. Changes in treatment will probably occur from time to time, but the tendency is away from freakish forms and towards the constructive evolution of an art characteristic of this age. By using some of the finer expressions of this new art in designing the shapes and decorations of these gift cases Woodworth, Inc., has given them the subtle air of sophistication so desired by the woman of today.

Having selected the shapes of the boxes the next consideration is color. Probably no other element in design plays a larger part than the proper selection of color. With the masses of Christmas greens and reds used in store decorations and the numerous holiday boxes in these two colors the choice of the right colors for gift cases is a difficult one. In departing from the commonplace shades Woodworth, Inc., have done away with the strictly seasonal case and created packages that will not be shelved as soon as the holiday rush is over. The dealer who orders from a line as extensive as this one, finds it imperative to stock in large quantities if he hopes to have all the necessary items. From his point of view a gift line is a difficult one to merchandise safely and profitably, and he is prepared to take a loss in the strictly seasonal gift sets. In this line of gift sets that drawback has been removed and the retailer is free to order in larger quantities with the assurance that any gift sets remaining after the holiday rush are still attractive, marketable merchandise.



Fig. 5. Severity of line is the main feature of this traveling case

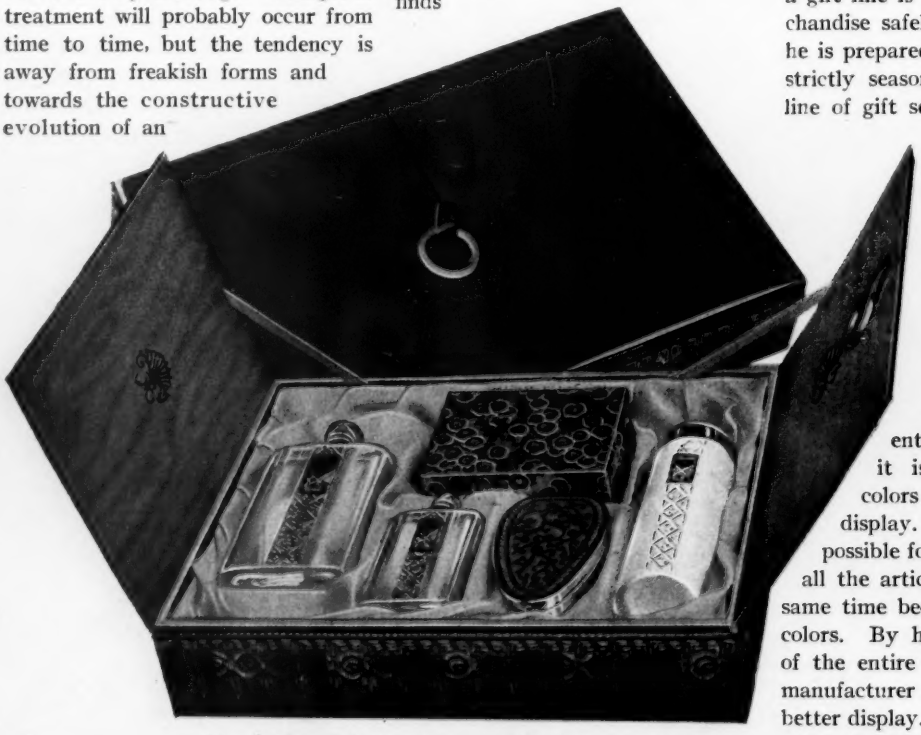


Fig 6. An example of sturdy construction that insures long usage

By visualizing the entire line at one time it is possible to select colors that will not clash in display. Frequently it is impossible for the dealer to display all the articles of one line at the same time because of the choice of colors. By harmonizing the colors of the entire line of gift cases the manufacturer assures himself of a better display.

In choosing the colors for the in-

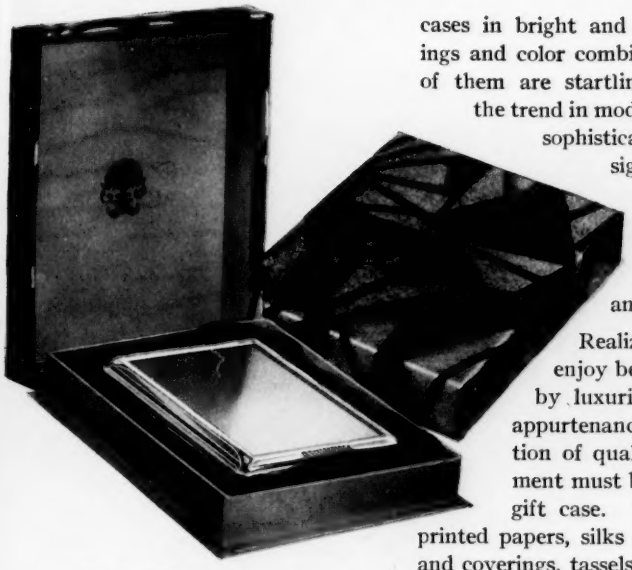


Fig. 7. Modern art effect in conventionally shaped box

dividual items it must be remembered that it is no longer necessary to experiment to prove their power to attract. Definite conclusions on color values have been reached through a series of long and pains-



Fig. 8. The unusual in perfume containers

taking experiments. In the line of perfume specialties the appeal is, in the main, to women, and those colors which have proven most attractive to them should be chosen. Oranges, yellows and reds have proven to be of greater pulling power than the colder colors, although it is possible by clever combinations to employ blues, greens and purples. Taking advantage of this theory, Woodworth, Inc., has created these gift cases in bright and brilliant colorings and color combinations. Some of them are startling examples of the trend in modern art towards sophistication in both design and color; others are decidedly feminine in use of detail and decoration.

Realizing that women enjoy being surrounded by luxurious and costly appurtenances, the suggestion of quality and refinement must be given by the gift case. Embossed and printed papers, silks used as linings and coverings, tassels and the lavish use of gold are all aids in producing that effect. Even the least expensive items in this line are packaged with that idea in mind. The package must be an attractive article of decoration in the boudoir if it is to be treasured by the customer. Fig. 6 and Fig. 8 are illustrations of this principle. In both instances the attractiveness of the containers will assure them of a place on the dressing table.

But beauty and appeal are not enough—practicability must enter into the plan and the gift container must be sturdy enough to endure without damage the wear and tear of counter display. Durable material must be chosen if the package is to reach the consumer in perfect condition. Not only is the quality of the product suggested by the quality of the container, but the durability of the container assures the product of longer usefulness. From an advertising standpoint a damaged or shabby container is a poor advertising medium. A well constructed gift case will outlast the contents and in many instances will be used for a long time afterwards—a lasting advertisement for the merchandise.

Another consideration of major importance is the cost of the gift case. As the gift ensemble is, in this line of business, restricted in price to very little, if any, more than the total price of the individual items of merchandise, these cases, while the highest standards of beauty and quality are essential, are necessarily limited in price. In but very few instances is it possible to increase the price so as to allow for greater expenditure for the container itself. Prices of any regular line of perfume



Fig. 9. Miniature copy of featured number



Fig. 10. The floral cover hints at the scent of the perfume within



Fig. 11. Gaiety in color and design

specialties are fairly well known to the customer through newspaper advertisements, circulars and announce-



Fig. 12. The "different" in perfume containers

ments of sales, and the customer will resent being forced to pay for the container itself. In the packaging of all the items of the Woodworth line this fact has been kept in mind and there is very little difference in cost between the regular merchandise and the gift package.

In connection with this, however, is the desire of the manufacturer to see to it that the containers and gift cases conform to the same high standards as the merchandise. After all, the package is part of the sale and the purchaser is entitled to the same perfection in the package as found in the merchandise.

In conclusion, if the gift case is attractive in color, of good taste in design, durable and without appreciable difference in cost to the regular items it will often arouse the desire in the mind of the customer to try other items of the same line. Even as commonplace a commodity as cold cream or talcum powder, if effectively boxed, may attract future sales in perfume, face powders and other specialties. Certainly if the quality of the product and the attractiveness of the box combine to attract and hold the notice of the customer there is every possibility that the gift case will prove to be the greatest asset of the line instead of the dreaded spectre it has always been.

Practical examples of the application of these principles in gift case design are illustrated here. These were chosen from an extensive line in order to illustrate as many different types of cases as possible. Lack of space alone prevents the inclusion of many others equally worthy of notice. Lavish use of colors, designs that are in keeping with the spirit of the times without being eccentric, careful construction of the cases and the use of silks and unusual papers all aid in making the Woodworth line an interesting one. Every possible medium has been used and the effect is charming.

The examples shown demonstrate the possibilities for the use of outstanding packages in "spot lighting" or providing a sales-compelling background for perfume and certain specialties that require a merchandise treatment other than that ordinarily followed. As may be seen from the types shown, there are any number of combinations of shape, color, design and size that may be used to obtain effective results. These results —as exemplified in actual sales and distribution of the merchandise—will be proportional to the combination in workmanship and material.

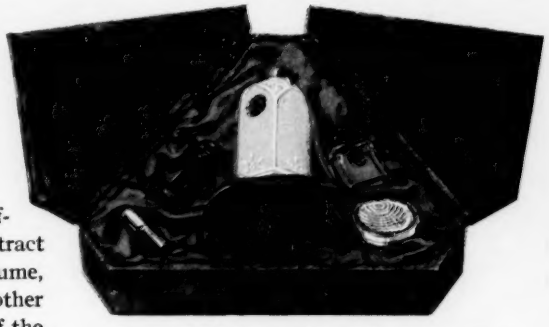


Fig. 13. Featuring excellent color contrast.



A garden scene lines the cover and suggests the springtime fragrance of the contents

Packaging to Enlarge a Market

(Continued from page 46)

Each cake of the picture soap (Fig. 4) contains an attractive picture of some animal and a bit of verse. The box in which these are wrapped is covered with a colored printed wrapper and is designed to attract the attention of the children. The cover shows two children and a dog and the sides are decorated with



Fig. 5. Soap as a "booby" prize

modernized flowers.

The initial soap (Fig. 3) contains a silver finished initial in the center of each cake. This soap is intended for use as a "thank you" gift to one's hostess, for use in guest rooms or to carry out the idea of employing initials throughout hotel service. Three cakes are packed in a set-up box covered with a modernistic design in



Fig. 6. Model soap in modernistic box

bright colors.

Playing card soap (Fig. 2) is sold in boxes of five cakes each containing a different card. These five cards make a royal flush in poker, all five honors in bridge and count one-hundred and fifty in pinocle, therefore this set can be used as a prize in any game of cards. To carry out this idea the cakes are boxed in a set-up box covered with a colored printed wrap. This wrap shows the backs of five cards and is decorated along the sides with rows of hearts, spades, diamonds and clubs.

(Continued on page 61)

Packaging Miniature Perfume Bottles

IN planning a campaign to introduce small bottles of expensive perfumes at popular prices, Raquel, Inc., was faced by two serious problems in packaging. The first was the selection of the type of bottle to be used and the second was the choice of an outside container that would insure against breakage and at the same time be attractive enough to tainer was a more difficult problem. In order to retail these perfumes at one dollar a bottle it was necessary to limit the cost of the container but at the same time the container chosen must be attractive, durable and possessing some feature that would hold the bottle securely. Cardboard boxes made with folding flap ends were chosen. The unusual feature of these



Courtesy of Fort Orange Paper Co.

Perfume and vanity containers

accompany the bottle selected.

It was decided, wisely, to keep the same shape in the smaller bottle as had been used in the regular size. This bottle had been advertised so extensively that it was considered unwise to risk losing the identity of the product by changing the type of bottle. In order to lower the cost of the bottle a plain glass was used instead of the more expensive crackle glass used in the larger bottles. As the glass stopper also possessed advertising value the same shape and color were retained.

The selection of the outside containers is a separate white cardboard top which fits over the cone-shaped stopper, inside the box and holds the bottle in an upright position. The box to contain the "Fragrance of the Night" perfume is in dark leaf-green with white trim and lettering. The "Orange Blossom Fragrancia" is boxed in scarlet with white trim and lettering.

The vanity case is packaged in a printed cardboard box. The background is in buff and white with blue lettering. This box carries the same printing and design on both sides.

EDITORIAL

As You Like It

THERE seems to be a slight difference of opinion as to the figures representing the year in which we move, live and have our being. The world generally recognizes this year as 1929, the Mohammedans number it as 1346, the Jews 5689, the Japanese 2588 and the Byzantine calendar chronicles it as 7437. Among the scientists, whose existence and happiness depend entirely on the proving or disproving of such conjectures, there is still a more divided opinion as to such a designation or date. After all, does it really make so much difference? We might add, in the vernacular of certain popular comedians, "who cares?" Our main concern at the moment is that the year 1929—or whatever its exact designation—brings to each reader of MODERN PACKAGING a full share of health and prosperity.

Choosing a Package Design

A study of the many package designs which are now in national use and distribution cannot fail to bring out the fact that in their selection two essential viewpoints have been considered—namely, those of artistry and of sales. Frequent reference has been made to those factors, editorially and in contributed articles, and we believe that further repetition is not amiss in any consideration of package economics. Hence we reprint the following from a recent issue of *The Carton Maker:*

"People have no sixth sense that enables them to judge the quality of a product that they have not tried. It is necessary then, as far as the point of sale is concerned, to resort to the retailer's recommendation of the product or the illustrated message afforded by the package itself.

"With hundreds of products to be sold in his store, the retailer has little or no time to give to discussing individual merits of the various brands of goods that he carries. He is more interested in turn over than in talking over. The task then of conveying an impression of quality, goodness, tastiness or any other sales inviting reaction, rests with the package.

"Behind the package, therefore, rests a responsibility of good judgment in the creation and choice of proper design. Two viewpoints are necessary in the design of a package. First, the artistic viewpoint: interpreting an idea in an attractive, convincing manner. Second, the sales viewpoint: in manipulating the designs in a manner that will invite purchases. Neither of these viewpoints can be sacrificed in favor of the other. The package must appeal to the pocketbook as well as the eye. It must be more than just a pleasing picture—it must merchandise the product that it contains. In summary, art in carton design has one task to accomplish—to help sell the product—not just to glorify it."

Cigarettes and Candy

THOSE who package their goods have to no small degree been interested in the recent controversy between the American Tobacco Co. and the National Confectioners Association which resulted from the publication of the series of advertisements, released by the former, "Choose a Lucky instead of a Sweet." While actually there is no packaging problem involved, it so happens that both products are packaged products and certain aspects of the case can be considered as having much in common with regard to the merchandising problems of other packaged products.

The situation is one which considers an actual or fancied competition between products of a different nature that may or may not be incited through the use of a type of advertising copy that suggests the use of one product and the non-use of another. Often enough we see examples of competition among similar products in which the promotion of one is sought through the use of advertising copy that contains detrimental reference to others. But such cases are accepted by the public or otherwise put down as competition that must eventually result in the survival of the fittest.

On the other hand, in certain lines there is an understanding—among trade and technical publications, at least—that dictates the use of non-competitive advertising copy. Here the advertiser says in brief, "We will sell our products on their own merits—their outstanding qualities—and these need in no way be compared to the claims of our competitors." Such cases, it would seem, are ideal from the ethical point of view but too often ethics are relegated to the background when, as remarked by one of our contemporaries, "prosperity goes to the head of big business."

In this instance we have on the one hand an indignant protest on the part of the aforesaid association because the tobacco company has apparently gone out of its way to promote its product through the use of publicity material that may be interpreted as casting aspersions on the effect of candy or sweets. Replying to the request or demand that they "lay off," the tobacco company stated that its advertising program had been carefully considered before putting the plan into effect and it intended to go ahead, being prepared to assume full responsibility in connection therewith.

And then comes another interesting slant on the controversy. We have heard much of the "battle of the giants"—the effort on the part of the large tobacco com-

panies to outdo each other in advertising promotion—so that it is not strange or entirely unexpected that another tobacco concern—the Lorillard Company—makes the most of the situation by pointing out in its advertising that one can and should enjoy both sweets and cigarettes—in particular, of course, Old Gold cigarettes—and at the same time calls attention to the healthful properties of each. Surely this should offer a welcome balm to those in the confectionery industry who raised the cry of unfair play against the Lucky Strike people.

"All's fair in love and war" has its interpretations in competitive selling, but may we not suppose that in this instance the selection of the tobacco company's target was not so much a deliberate attempt to mislead the public as to the properties or constituents of a specific and really non-competitive product, as to further an increased sale of their own product, regardless of "whose ox is gored." As to the effectiveness of such a policy, if our surmise is correct, we cannot say. But we do not believe that its continuation is planned, for, after all, the survival or sales success of any product is dependent in the long run on the ability of that product to stand on its own inherent merits or qualities. In making such a statement, we do so with the full appreciation that it may be interpreted as inimical to the interests of packages and packaging. But as a chain is no stronger than its weakest link, so is a product that seeks steady sales no better than the quality of its most unimportant ingredient—regardless of the merit of its surrounding package.

How about Cooperation?

PERHAPS we are inclined to be too critical but, bearing in mind that it is one of the prerogatives of an industrial journal to at least attempt what is believed to be constructive suggestions, we are questioning the effect on its readers of a request made recently by one of the newer industrial journals. "As may safely be assumed at the *inception* of a new journal, the editors of ——— will welcome contributed articles of an appropriate sort"—and then follows a list of the subjects that will be given consideration. The italics are ours.

We wonder, therefore, if this plea for cooperation is made with the idea of securing "a good start" for the new journal, or if, indeed, we have made too meticulous a reading of the announcement. Why, we might ask, should this cooperation be sought at the beginning of a publication's career any more than during its later existence? Our own experience dictates that an industrial journal, in particular, needs this sort of cooperative effort on the part of readers throughout its growth as well as at its inception. It is likewise our opinion that the trade or industrial journals which best serve their readers are those that refrain from attempting to "talk down" to their industries. A constructive industrial publication attains its leadership through its ability to cooperate and coordinate with the individuals and other factors who are engaged in the promotion and progress of that industry.

It is not our intention, however, to inject into the columns of this publication any intimation of what we may term "family affairs" or a discussion of industrial publishing. Rather, we view the announcement above quoted as merely a reminder to us to suggest to our readers that the latch string for contributed articles is out—regardless of chronology.

Packages and Car Ads

INCORPORATING a reproduction of the package itself in a piece of advertising, as one of the most effective means of keeping his product continually before the public, has long been accepted by the advertiser. This is more true of the use of the package in car card "copy" than in any other form of advertising, due, of course, to the very nature or effectiveness of that type of publicity which must depend on instantaneous or "flash" impressions created in the mind of the traveler.

In this issue is included an article that considers the package as expressed in car card advertisements. Several examples that feature most of the pertinent points that should be observed in the lay-out or planning of such advertisements are shown and the subject matter relates to various advantages that can be gained through this use of the package reproduction. The article is not intended as an exhaustive treatment of the subject by any means but merely constitutes an addition to the series of studies that have appeared in this publication as relating to the merchandising possibilities of the package.

As suggested in the earlier articles, there is opportunity for further discussion on these subjects by our readers, for it will be realized that in all forms of advertising used by manufacturers of packaged products much can be done in the selection of distinctive design when planning their packages, keeping in mind the possibility of using them in various advertising mediums.

The Packaging Catalog

AS previously announced, preparations are well under way for the issuance of the PACKAGING CATALOG, which, it is believed, will render a much-needed service to the packaging industry. The rapid expansion in that field, including a wider use and application of packages, has developed a greater and more diversified use of automatic and semi-automatic machinery and an increased demand for materials and supplies needed in the production of packages. The PACKAGING CATALOG is planned as a reference book for those who require pertinent information on the principles of packaging as well as the necessary purchasing data from manufacturers of machinery and supplies.

It was hoped to issue this book simultaneously with this number of MODERN PACKAGING but certain unforseen and unpreventable delays occurred, making necessary a brief postponement.

Multi-Packaging of Coffee

The George F. Wiemann Co., of New York, Packages Private Brand Coffees with Accuracy and Speed by Employing Modern Packaging Machinery.

By HERBERT KERKOW

WITH a packaging plant capacity of 20,000 lbs. of package coffee daily (with no ground coffee remaining unpackaged overnight) packing nine grades of coffee, each of which might be ground any one of four different ways and packaged into eight types of containers imprinted with 250 different package designs and brands with the great majority of individual orders averaging 300 lbs. or less—all performed almost entirely by automatic machinery with only five operators and one mechanic attending, plus two porters to handle sealed shipping cases as they leave the sealer, the George F. Wiemann Co. has found automatic machinery almost as versatile as human hands and, of course, far less expensive. In fact, the rapid growth of the business of the company, now averaging 3,500,000 pounds of packaged coffee yearly, has come since the advent of automatic packaging machinery installation.

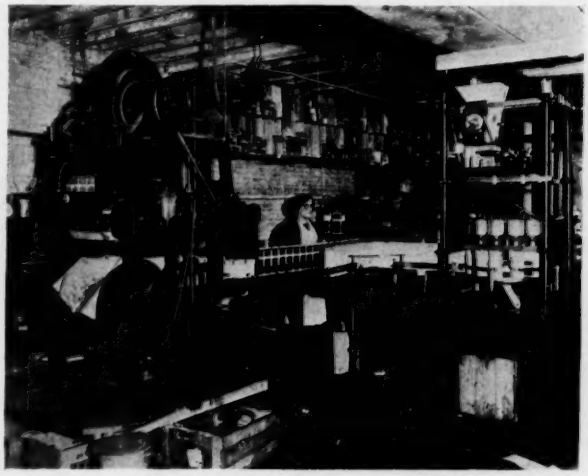
Six years ago, the output of the George F. Wiemann Co. was largely hand-packaged. When the use of automatic machinery was urged, the executives were for some time reluctant, not only because of the investment entailed but because it was imagined flexibility might be lost. Unlike many other coffee producers, the Wiemann Co. does not rely on one brand of their own, but, instead, packages many brands in different types of containers for small order business and in this way achieves volume. With the exception of Holland House, all the other coffees packaged by this company are private brand coffees packed for wholesale grocers and similar distributors. By specializing in private brands, this company has been able to build up a steady business, not dependent upon the public's whims as influenced by large volume advertising of one single brand.



A few of the brands of coffee packaged

Again, unlike other companies, the Wiemann organization sells bulk coffees at current prices, packaging it for customers as an extra service. In other words, customers are charged for the bulk coffees plus a certain packaging charge, including labor and standard materials, such as liners, Cellophane or wax wrappers, etc. Individually printed containers, such as one pound cans or cartons, are paid for by the customer direct to the container manufacturer, the Wiemann Co. serving merely as a storehouse. In this way, the customer knows exactly how much he pays for each item, making up the total cost of his private brand coffee and is in a position to judge the Wiemann Co. solely on a basis of the quality of coffee furnished and the service rendered.

Through group buying for customers and the use of attractive stock designs especially made up for the Wiemann Co., customers can buy private brand cartons in lots of 10,000 or less at the normal 100,000 price rate. The Wiemann Co. has developed this group-buying feature to include purchases of various advertising material such as elaborate window displays of an attractive stock design with the customer's individual brand name, etc., imprinted by the silk screen process in small quantities. This plan enables a small firm to secure as little as 10 window displays, as attractive as any used by the largest coffee firms, at a cost of no more than $3.50 each.



Filling coffee cartons

THIS combined with a specialized service for the small buyer has enabled the George F. Wiemann Co. to build up



SUTHERLAND PAPER CO. KALAMAZOO MICH.

NATIONALLY KNOWN
NATIONALLY USED

Sutherland Cartons

MANUFACTURED BY

SUTHERLAND PAPER COMPANY

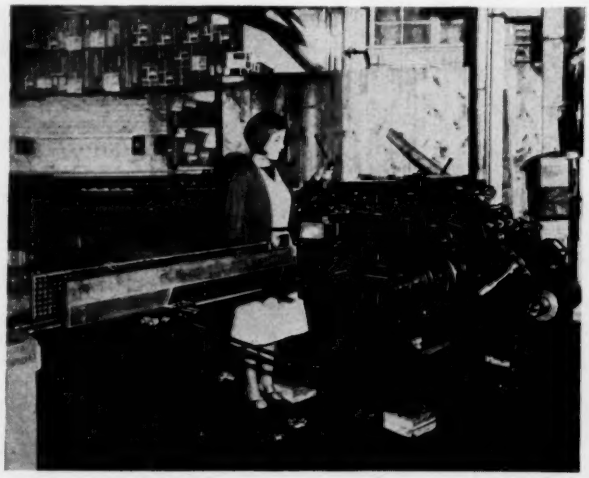
Main Offices and Mills KALAMAZOO, MICHIGAN

a profitable volume of 3,500,000 pounds a year with a minimum customer turnover and a very nominal sales expense. In fact, only two traveling representatives are necessary to maintain this volume of business which comes from twenty-five states.

While some customers buy as much as 25,000 pounds a month, the average sale is nearer 1000 pounds a month. With the exception of Holland House—the Wiemann Company's own brand—the remainder of the coffee is sold in lithographed and labeled cans and cartons branded with 250 different names and designs.

Despite the very large number of combinations inevitable when packaging 250 different brands, using any one of nine grades of coffee, with four possible changes of grind, in eight types of containers, every pound of ground coffee is packed and shipped the same day, thus eliminating unnecessary loss of strength from ground coffee in open bins. Actual comparisons of a normal day's output with that of an occasional day spent packaging but one grade in one standard package, indicates an extreme maximum loss of only 20% production capacity due to diversified packing and this figure could be reduced if the Wiemann Co. was willing to carry ground coffee overnight in exposed bins.

To make possible this variety of combinations with no more than an average of one mistake a month, generally caught and rectified before shipment, coordination of all departments is strictly maintained. The packaging department is forced to adapt itself to the production or roasting department since it is easier to secure flexibility with packaging machinery than to try to change the grade and grind of coffee coming through the chutes, feeding the automatic packaging machinery.

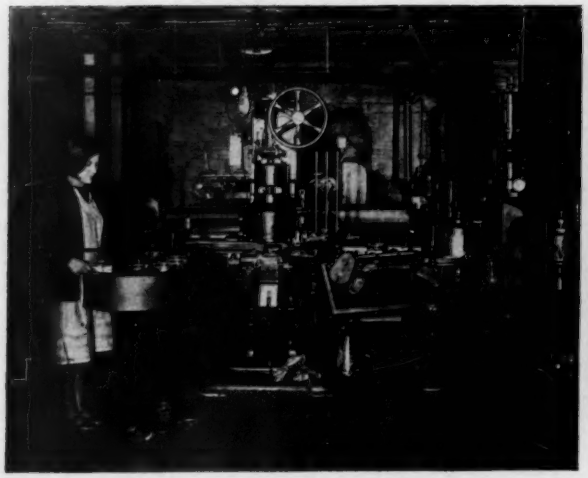


Wax wrapping cartons

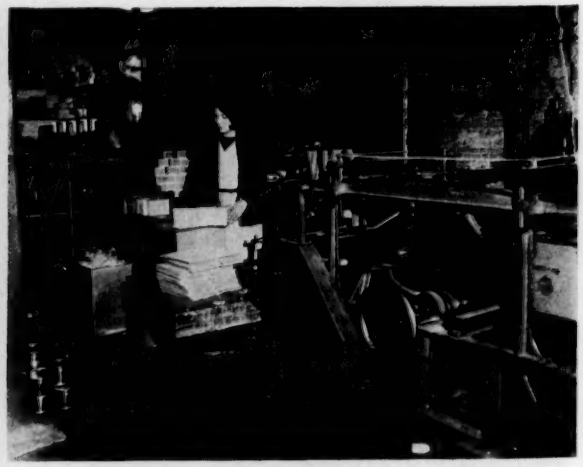
WHILE the packaging plant is geared up and sufficiently flexible to handle any of the possible combinations mentioned, the average ratio of daily production is 50% of one grade of coffee, 20% of another grade, 10% of a third grade, with the remaining 20% divided into six other grades. The ratio of grind is 6% of one grade, 20% of another, 10% each of the last two types.

Thirty per cent of a normal output is in Cellophane wrapped cartons, 20% wax wrapped cartons, 15% lock top cans, 15% vacuum cans, 5% labeled cans with the remainder in 1 lb. bags, 2 oz. sample containers, etc. All items except 1 lb. bags are packaged with automatic machinery. In addition, other departments handle the usual business on bulk coffees in burlap bags without the benefit of machinery.

To coordinate packaging operation, each buyer's order is made with five copies, one for each of the roasting, shipping and packing departments, one for order department records and one for the salesmen. Order, roasting, shipping and packing departmental heads meet about every two hours to consult on current and planned production. To help flexibility, the first and last hours in each day are given over to packing the larger sized orders. The hours from 10:00 to 3:00 are given over to handling small orders, necessitating frequent and rapid change-over of machinery and packing material.



Filling and sealing cans



Assembling filled cartons



R-O ALUMINUM SEALS *Applied by a Unique Method that Protects Your Product*

R-O Aluminum Seals give all the conveniences of the most up-to-date screw cap plus a protective quality that no ordinary screw cap offers —*an initial hermetic seal.*

These seals are fitted to the bottle in your own packing room by a special sealing machine that holds the blank seal firmly in place, shuts out the air and rolls the threads right into the threads of the bottle—all in one swift operation.

This method insures a positive hermetic seal—even when the bottle thread is imperfect. It protects the purity of your product until the bottle is opened by the purchaser.

R-O Seals are conveniently removed by a slight twist of the fingers. They are just as easy to replace and always make an excellent re-seal.

R-O Seals are made of non-rusting, non-contaminating Alcoa Aluminum—the safety metal of which kitchen utensils are made.

These seals probably will reduce your packing costs. Write us for full information about R-O Seals and Sealing Machines.

ROLLED ON

R O

ALUMINUM SEALS

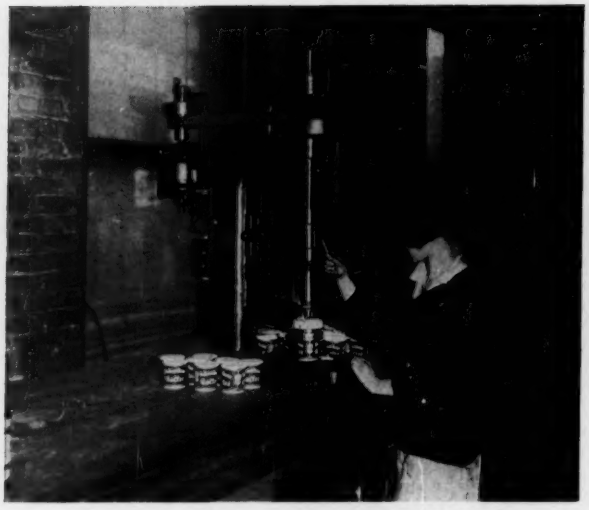
ALUMINUM COMPANY OF AMERICA

2429 Oliver Building
Pittsburgh, Pa.

ALUMINUM

Offices in 19 Principal American Cities

ALUMINUM IN EVERY COMMERCIAL FORM



Capping small cartons

The production or roasting day starts at 7:00 in the morning. After twenty minutes of roasting and thirty of grinding, the roasting department has ready for the packing department 1600 lbs. of coffee by 8:00 o'clock when the packing force starts work. With the first two hours of each day given over to packing the larger orders, planned for the night before, the various departmental heads have time to plan the roasting and packing of the diversified smaller orders without loss of efficiency. Gaps when possible production exceeds volume of orders are utilized for packaging coffee in vacuum cans—a safe procedure because vacuum-packed coffees do not lose flavor or become stale.

For the Holland House and several private brands, a new package—two-ounce size to retail at 10¢ has been developed to appeal to the "cliff-dwelling" market in metropolitan territories and, in addition, to provide a sample *which can be sold.* Investigation showed that free samples were generally dumped in with the coffee the housewife had on hand with resultant lost identity, hence distribution of free samples was eliminated and the two-ounce 10¢ package developed.

ALL one pound cartons are made of 0.023 white patent coated stock, manufactured, and printed by standard carton manufacturers, then stored in the Wiemann plant on convenient racks adjoining the packaging machinery line. These knocked-down cartons are reservoir fed to a machine which blocks and bottom seals them. The blocked and sealed cartons feed by conveyor belt to a carton liner which inserts a liner made of vegetable parchment used to eliminate "paper taste," after which a conveyor belt feeds them to a vibrating rotary weigher where coffee, gravity fed from the steel cutting machines on the floor above, drops into the carton, and settles by vibration. After a trickle feed has filled cartons to exact weight, continuing by belt, the cartons are carried through the top sealer which folds the side flaps and glues the top flaps. After this, depending upon whether the cartons are to be Cellophaned, waxed wrapped or unwrapped, they are switched to the appropriate wrapping machine and continue on to the shipping case sealer where shipping cases are top and bottom sealed and passed by gravity feed to the platform attended by the porters who transfer the cases from there to the trucks. This manual labor will be eliminated as soon as the planned spiral chutes can be constructed which will deliver the case without manual labor from the wrapper to the truck shipping platform on the floor below. The transfer from the wrapping machines, arrangement in shipping case and placing of shipping case in sealer are manual operations.

In proximity to this unit is a vacuum can clincher and finisher which as yet has not been directly connected into the belt movement of the rotary weigher and vibrator. At present the transfer is manual from the weigher to the clincher but automatic from the clincher through the finisher. All the units are placed in a semicircle directing out to the case sealer and their interconnection is easy and rapid.

It has been found advisable to make the two-ounce packing machinery and the labeling machine mobile, but either can be quickly wheeled into a space provided in line between the weighing unit and the shipping case sealer, set up in five minutes and operated by belts from the same power used for the other machinery.

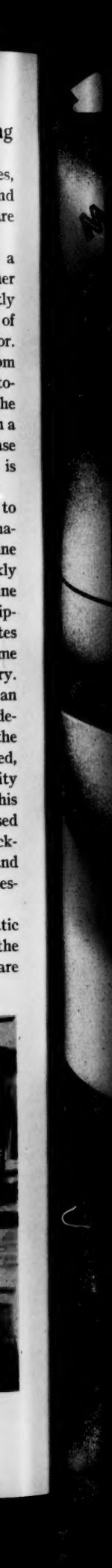
Because it is advisable to have an emergency weigher to eliminate delays in case of breakdowns, the smaller packing room formerly used, together with an automatic gravity weigher, has been kept intact and this available space is occasionally used to augment regular service for packaging lock top and labeled cans and in odd sized lots as well as any necessary manual packaging.

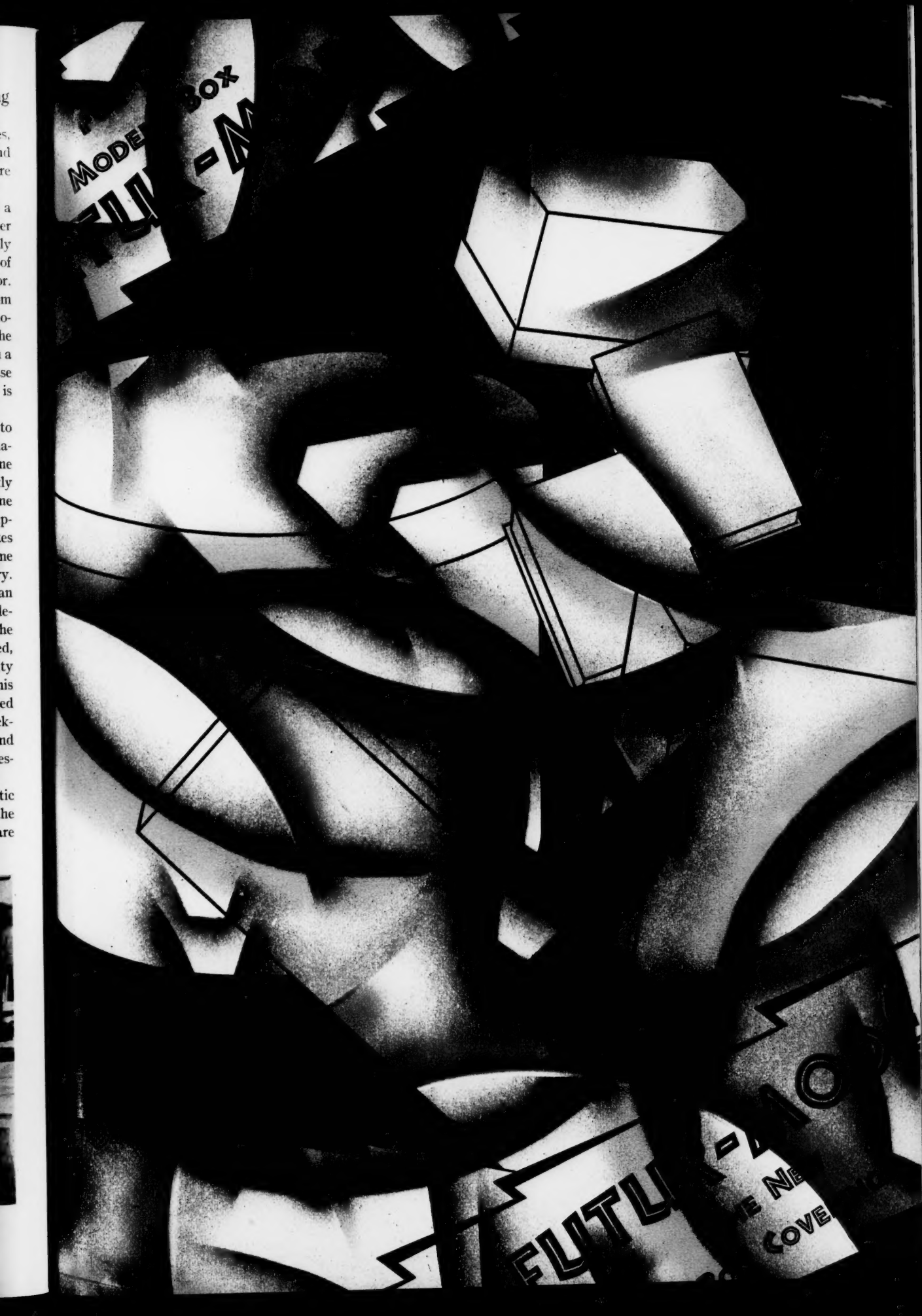
While not as entirely automatic as the larger packing units in the other room, only two operators are

(Continued on page 72)



Packing cans for shipment




MODE
Box
FUTU
E NE
COVE

Winning the shopper's attention with a flash of modernism,

FUTUR-MODE

box coverings impart to your package smart motif and striking color contrast.

▼

Created by the American Lithographic Co., for exclusive distribution by the Middlesex Products Co. of Boston, this brilliant new line is available in eight numbers in sheets 26x38.

▼

The other side of this sheet shows several types of box covered with FUTUR-MODE. That you may try out this modernistic covering on your boxes, may we not mail you sample sheets gratis? Just write or use the coupon below.

MIDDLESEX PRODUCTS CO.
38 Chauncy St., Boston

▼▼▼▼
▼▼
▼

MIDDLESEX PRODUCTS CO.
38 Chauncy Street · Boston

Please mail samples and prices on FUTUR-MODE

If we decide to use these papers, we expect to
about_____Reams (26x38)

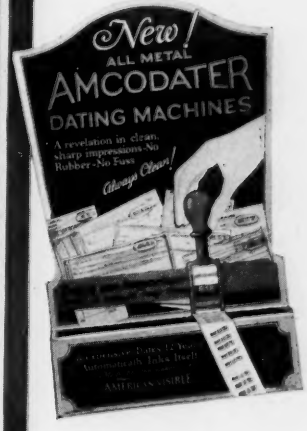
Signed_____















THE resources of this organization guarantee rigid maintenance of those qualities which have gained national preference for American Clay Coated Box Board.

There is today no better assurance of success in merchandising of packaged goods than in the use of cartons and display containers. Specifying and standardizing on American Clay Coated Box Board will insure the quality and effectiveness of your carton and display presentation.

Look to leadership for those qualities which insure absolute satisfaction in boxboard manufacture.

American Coating Mills

Elkhart, Indiana

Eastern Sales Office
501 Fifth Avenue, New York City

Chicago Sales Office
2033 Builders Bldg.

AMERICAN
COATING MILLS
ELKHART, IND.

AMERICAN CLAY COATED BOX BOARD

Adhesives in Packaging

The Importance of Selecting the Proper Adhesives for the Various Packaging Operations

By E. OLDHAM

Arabol Manufacturing Co.

IT is difficult to imagine a much more prosaic subject than glue. Of all the various factors which enter modern packaging glue is probably and unfortunately considered the lowliest by the average manufacturer. The probable reason is that glue has none of those qualities which come under the head of "consumer-appeal." The average manufacturer who packages his goods becomes enthusiastic on such subjects as package, color, shape, design, etc. He will hold many conferences and lie awake at night trying to determine whether this color or that design or a certain style of lettering will create greater consumer-demand, and lastly he will think about glue for labeling, wrapping or sealing, if indeed he thinks about it at all. Often he buys the cheapest and most easily attainable adhesive, as long as it appears to "stick." Of course, there are some notable, outstanding exceptions to this rule. A few of the large successful packaging organizations, realizing the importance of glue in packaging, give as much study to the adhesives they require as they devote to the other factors of their packaging. Some often employ chemists and mechanical experts to supervise their adhesive operations. But, generally speaking, the average manufacturer who requires an adhesive to complete his package, looks upon glue as an annoyance and a necessary evil attending the packaging of his goods.

Manufacturers of adhesives do not claim that glue is the most important factor in packaging but they do claim that glue is a vital factor, affecting not only the appearance but the merchandising of the finished article. This claim has been corroborated time and time again by the bitter experiences of many manufacturers who gave little or no heed to the proper adhesives for labeling, wrapping or sealing their packages. In the field of labeling, alone, which is a comparatively simple adhesive operation, thousands of dollars have been lost by manufacturers simply because they did not use the *right* glue for their particular labeling proposition. Many manufacturers, for instance, put up their products in tin or glass containers. They devote a lot of thought to the details of the package; they spend a good deal of money to make their containers distinctive and appealing to the consumer; they design and print expensive labels. And yet, when they come to attaching those labels to the containers they apparently think any kind of glue or paste will serve the purpose as long as it seems to "stick." The result is that many expensive and otherwise attractive containers lose their merchandising and advertising value because the labels curl or peel or fall off *after* the containers leave the manufacturing plant and *before* they reach the consumer. The question may fairly be asked: What good is a label anyway, unless it delivers its identifying and advertising message to the consumer?

WHAT has been said about labeling applies with greater force to packages which require sealing and to cartons which require wrapping because those operations are usually far more complicated than labeling. Unless the proper adhesive is used for those operations packages will lose something of their compactness, neatness and attractiveness before they reach consumers, if indeed they ever get that far.

Glue is not merely something which apparently sticks, and there is no such thing as one kind of glue that will do all kinds of adhesive work. Glue is, or should be a specially made product to perform a specific adhering operation. Different surfaces require adhesives of different ingredients and qualities. Different weights and grades and colors of paper require adhesives of different consistencies, "tackiness" and drying qualities. Different machines for labeling, wrapping or sealing require different glues or gums to suit varying styles of mechanical operation. A glue made for adhering delicate glassine wrappers to packages cannot reasonably be expected to seal fibre shipping cases.

Manufacturers who put up their products in consumer-units, whether those units be packages, cartons, bottles, jars, cans or barrels, can often save a lot of money and avoid a great deal of acceptance-resistance simply by getting the *right* glue for their particular adhesive operations. This is not any more difficult than getting the right size of containers or the right grade of packaging materials, but it is just as important. Any reputable manufacturer of glues and gums experienced in solving adhesive problems will be glad to study a manufacturer's particular adhesive requirements and prescribe a product which can be relied upon—*after* the packages leave the manufacturer's plant.

ANNOUNCEMENT has been made by the Continental Can Co., Inc., of the acquisition of the plants, machinery and business of the Wheeling Can Co., a subsidiary company of the Wheeling Steel Corp. These plants will serve as additional outlets of the South and Southwest.



WARE SILHOUETTES

BOX COVERINGS
Unsurpassed Beauty
for
Boxes of Quality.

Offered in a wide range of
beautiful, warm tones of color,
Ware Silhouettes
give an unusual opportunity
for the box of irresistible appeal.
Sample book M P-1 showing the full line
gladly sent upon request.

McLAURIN-JONES COMPANY
Brookfield, Mass.
New York-150 Nassau St.
Chicago-1843 Transportation Bldg.

Fill out and mail now!

McLaurin-Jones Co.,
Brookfield, Mass.
Gentlemen:-

Please send to us at the address below your sample book M P-1 of Ware Fancy Box Coverings.

Individual Name _____
Firm Name _____
Address _____

Improving Notion Packages

(*Continued from page 45*)

was light blue. The lettering was black, the type commonplace and a white sticker bearing the words "non-slipping" was pasted around it to keep the lid from falling off. Perhaps it blended well with its surroundings in the stores that flourished in those days but it would be woefully out of place today.

Now look at the illustration of the same number at right. Of course one cannot fully appreciate the striking beauty of the cabinet here because, necessarily, it is printed in black and white. But the illustration does give a good idea of the improvement in the design. The actual cabinet is bright, colorful, dignified. The stripes are alternating black and red. The lettering is white. The ensemble conveys the impression of lasting quality.

The cabinet illustrated in center is also in step with the march of the times. It is printed in orange with a black and white border and black and white lettering. The "See that hump?" trade mark, so familiar to millions, is also black. A most attractive cabinet that fairly speaks of quality.

Delnaps, two years old, is the newest De Long product. The original box, illustrated at right in Fig. 3, while by no means unattractive, cannot be compared either in color or design to the new box illustrated at left. The original box was designed by a person with practically no experience in designing. The new box was designed by Gustav Jensen of New York City, one of the country's leading designers of packages.

The old box was dark green, the crosses white and the lettering dark green and white. The new box is cool green with white lettering. It is expressive of the softness and cool comfort of the product and has that daintiness which should characterize all packages containing articles with a purely feminine appeal. Though the design is dignified, as befits a package for so intimate a product, the box catches the eye of even the casual shopper. In fact, it is freely admitted by buyers and women that it is one of the most attractive sanitary napkin boxes on the market.

NEXT we come to De Long safety pins. Compare the old card as illustrated at left in Fig. 2 with the new card illustrated at right. The old card was light blue—save for the strip in the center which was white—with black, amateurish-looking lettering. It did not faithfully represent the quality of De Long safety pins. The new card does. At the top and bottom is a field of dark blue. An orange tinted stripe extends along each edge from the blue field at the top to the blue field at the bottom. The lettering, in white, is modern and easy to read even at a distance. The "See that hump?" trade mark and the diamond-shaped character showing the word "genuine" are bright red. The card bespeaks quality. It is a faithful representative, an attention getter, a sales producer.

Space does not permit us to explain and illustrate the changes that have been made in the other De Long packages, all of which, in the last few years, have undergone marked improvements to enhance their attractiveness—their "selling ability." It would be unfair, of course, to contend that these new, up-to-date packages deserve the entire credit for the constantly increasing popularity of the De Long line. Much credit belongs to the De Long salesmen, to buyers, to advertising and to the high quality of De Long products. But the packages, so expressive of quality, are playing a most important part in the success of this well known line.

Every buyer, for instance, knows that the quality of a product is reflected in the package. He knows, too, that the consumer knows this. He also realizes that attractive displays, especially of notions and sanitary goods, mean better sales, and that attractive packages make attractive displays. Thus when a De Long salesman spreads out his samples before a buyer he immediately rivets the buyer's attention, and his path to a sale is made smoother than it would be were the packages drab and colorless.

Truly, the package *is* a salesman.

Packaging for Popularity

(*Continued from page 31*)

of all freight car shipments; local deliveries are made through a number of small delivery cars.

An atmosphere of cleanliness prevails throughout the plant. Walls, both inside and out, are painted white and a high standard of sanitation extends to the personnel of the plant. The building is equipped with an air conditioning system.

The manufacturing and packaging of Life Savers is an outstanding example of the successful result of the application of modern scientific knowledge to production and merchandising problems.

Packaging to Enlarge a Market

(*Continued from page 51*)

Because these soaps are gift items the quantity of each sold is not large enough to warrant using packaging machinery. The cakes are wrapped in Cellophane and assembled in trays by hand. These are in turn packed by hand into the various types of boxes.

By developing new forms of soap and boxing them in an interesting and attractive manner the Diamond Soap Company has enlarged the market for its products. While these products are novel in form it is doubtful that they would have been as successful had they been marketed without the use of attractive packages.

Niceties of Packaging

(*Continued from page 37*)

A necktie in a pretty carton will present itself quite differently from being packed in an ordinary paper bag. Even a full dress shirt can be better displayed by being shown in a nice box. Gift packages in particular belong in the show window of the textile retailer and should be accompanied by short but snappy text.

Gifts represent a good part of the trade and it is therefore the duty of the retailer who is looking out for his future, to take advantage of this part of consumption and through decorating his show windows, see to it that his ready-to-buy public does not pass his door.

Improving Notion Packages

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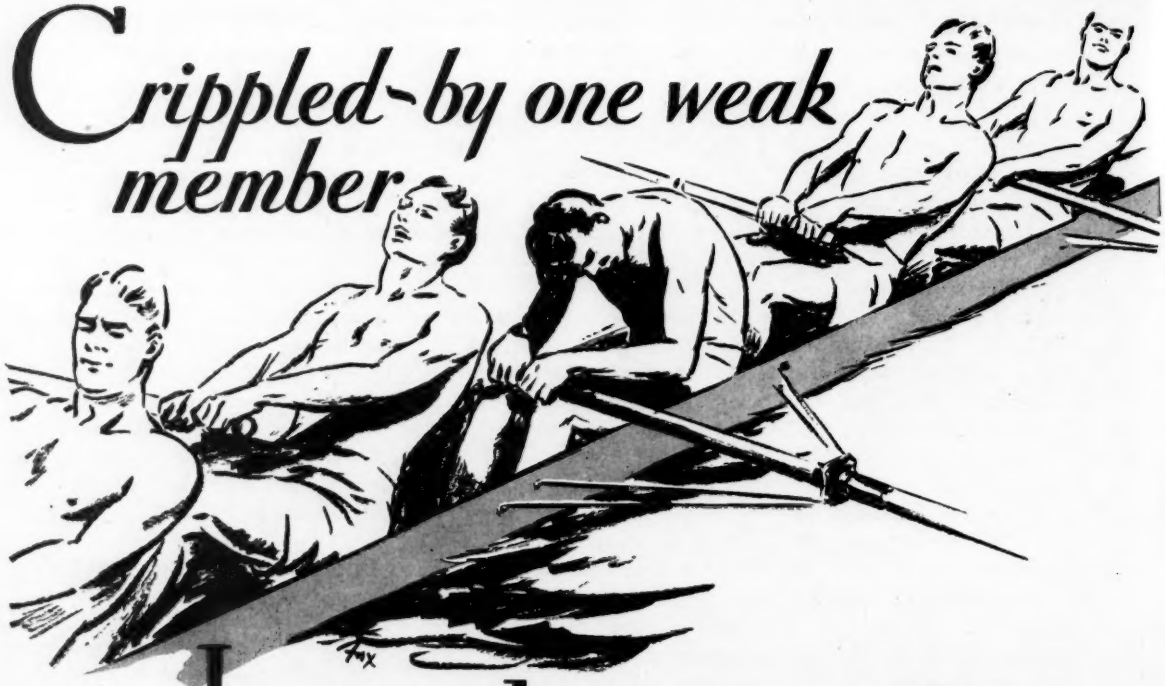
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Crippled by one weak member



Is one slow operation crippling your production?

IT may be a complicated production process that is being done by hand because no machine has ever been built to do the work. It may be that some of your machines are not turning out work fast enough, slowing up your whole production, or not accurate enough, causing excessive spoilage. Nearly every plant has a cripple in its process of production. What is yours?

For the last few years Special Production Machines, Inc., has been engaged in the work of strengthening the weak spots in the production process of many well-known industrial concerns in the country. Our work has ranged from the creating of new machines that had never been built before, to replace costly, slow hand labor, to the speeding up of existing machinery, and the redesigning of semi-automatic machinery to make it completely automatic. In a number of cases, manufacturers who have been conducting production research have enlisted our aid to help them bring it to a more rapid and successful conclusion. Our work in these connections has been instrumental in saving thousands of dollars, and in solving problems that manufacturers had finally given up in despair.

May we have the opportunity to help you cure the cripples in your production process? A booklet describing the services of Special Production Machines, Inc., how it operates and how it is helping manufacturers to better their production, will be sent to you on request. Special Production Machines, Inc., Norfolk Downs, Mass.

Special

PRODUCTION MACHINES

A Division of PNEUMATIC SCALE CORPORATION, LIMITED

For over thirty-five years Pneumatic Scale Corporation, Limited, has manufactured automatic labor-saving machinery for many of the world's largest producers of merchandise.

Artistic Designs

Finest printing
High speed production

make paper bags available for many new uses. The best ones for all purposes are made by



ROYAL

MAKER OF QUALITY BAGS FOR 33 YEARS

THOMAS M ROYAL & COMPANY - PHILADELPHIA - PA

NEW YORK BOSTON CHICAGO ST. LOUIS MINNEAPOLIS LOS ANGELES



COFFEE TEA COCOA SUGAR RICE
FLOUR SALT MACARONI CANDY NUTS
BREAD CAKE COOKIES DOUGHNUTS
TOBACCO INSECTICIDES FERTILIZERS
CARBON BLACK PISTON RINGS BALL
BEARINGS POLISHING CLOTHS

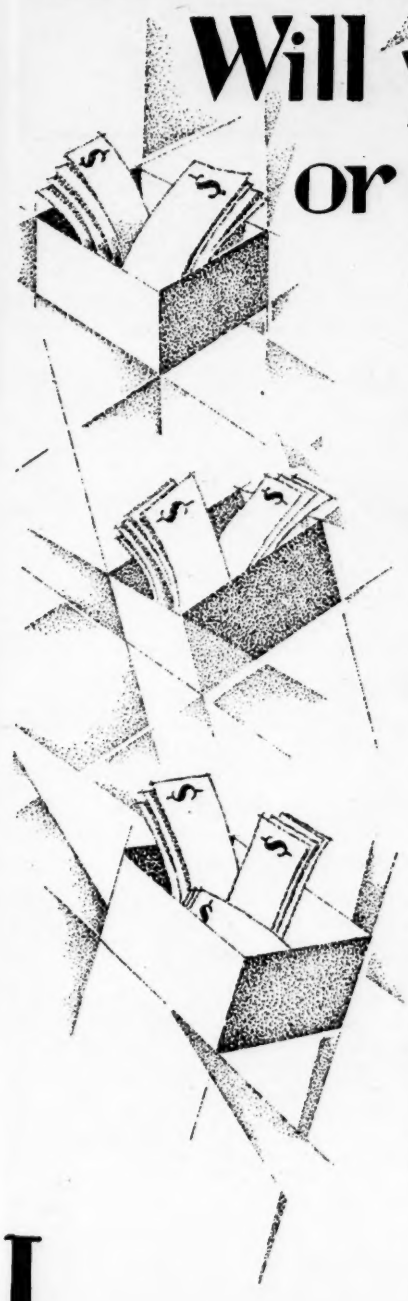
AND HUNDREDS OF OTHER PRODUCTS ARE SOLD IN PAPER BAGS. OUR BAGS ARE OUTSIDE EVIDENCE OF INSIDE QUALITY.

QUALITY BAGS BY

ROYAL

THOMAS M ROYAL & CO PHILADELPHIA - PA
NEW YORK BOSTON CHICAGO ST. LOUIS MINNEAPOLIS LOS ANGELES
THIS AND THE PRECEDING COLOR PAGE DESIGNED AND PRINTED BY THOMAS M ROYAL & CO.

THERE'S MONEY in YOUR BOXES Will you KEEP IT or GIVE IT AWAY ?





EVERY BOX that goes out of your plant represents part of your possible profit . . . . how much depends on whether YOU make it yourself, or help pay a share of the overhead of some one else.

Boxes made in your own plant are unquestionably an economy . . . . as well as a convenience . . . . particularly if they're made on an

INMAN AUTOMATIC BOX MACHINE

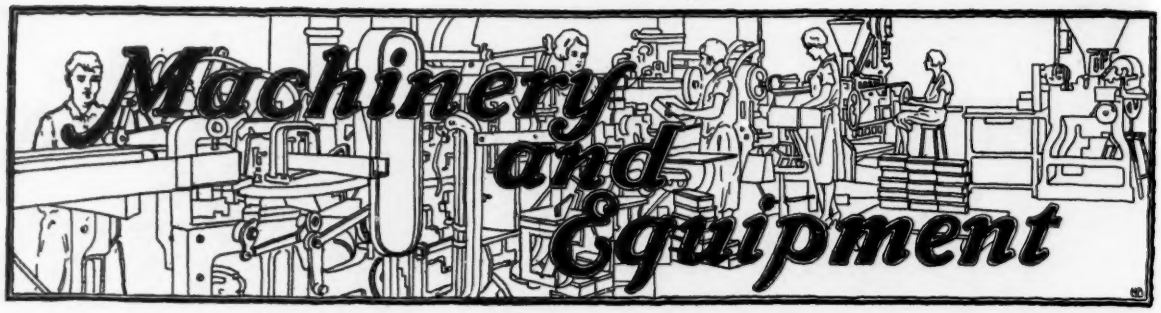
The Inman provides a constant, dependable supply of boxes . . . . made right in YOUR plant . . . . up to YOUR standard . . . . formed from roll stock, cut, folded, pasted, printed in one or more colors from YOUR designs . . . . ready for use . . . . at a rate of from 5,000 to 100,000 a day . . . . with but a SINGLE operator and no maintenance worry.

It will be worth your while to investigate.

Inman Automatic Box Machines

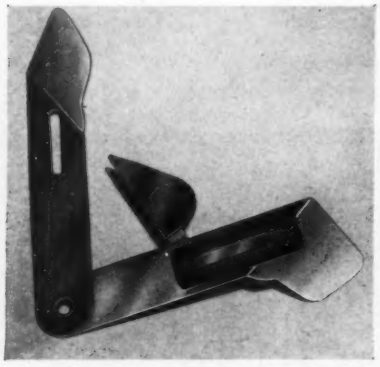
Made at Amsterdam, N. Y., by

Inman Manufacturing Company, Incorporated



Shipping Case Opener

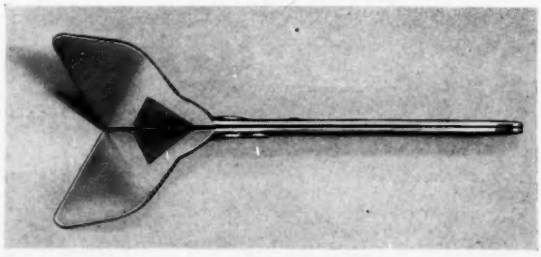
AS a result of modern carefulness in preparing merchandise for shipping, practically every type of product is being packed in corrugated or fibre box. These shipping containers are being sealed by compression machinery, or taped where the quantity is not sufficient to warrant the use of sealing machines. In either event the case, when ready for shipment, is firmly sealed and can stand more than its share of shipping abuse.



Razor blade in place—tool open

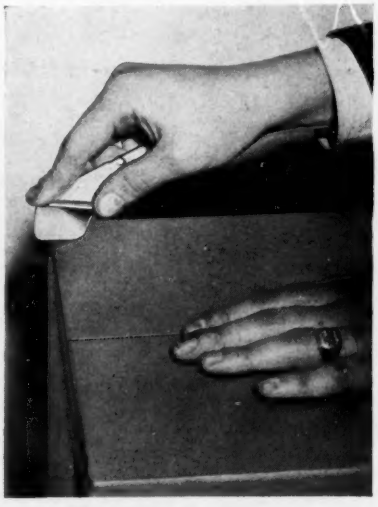
Up to the present time very little thought has been given to the opening of such cases and the methods employed are, in many instances, crude. Little consideration has been given to the time element involved or to the safety of the receiving clerks. The toughness of the fibre together with methods of sealing makes the opening of these cases difficult. In many instances it takes more time to open a fibre box than a wooden case. Frequently sharp tools are used and there is great danger of injuring the contents of the case. In but very few instances is it possible to use the case for re-shipping.

The tool shown in the accompanying illustrations has recently been introduced by Case Opener, Inc., of 23 Beaver St., N. Y. C. It is substantially made and employs a razor blade of standard make as a cutting edge. Blades are easily inserted and all four corners can be used, thus getting the maximum efficiency out of each blade.



Blade securely set between guide wings

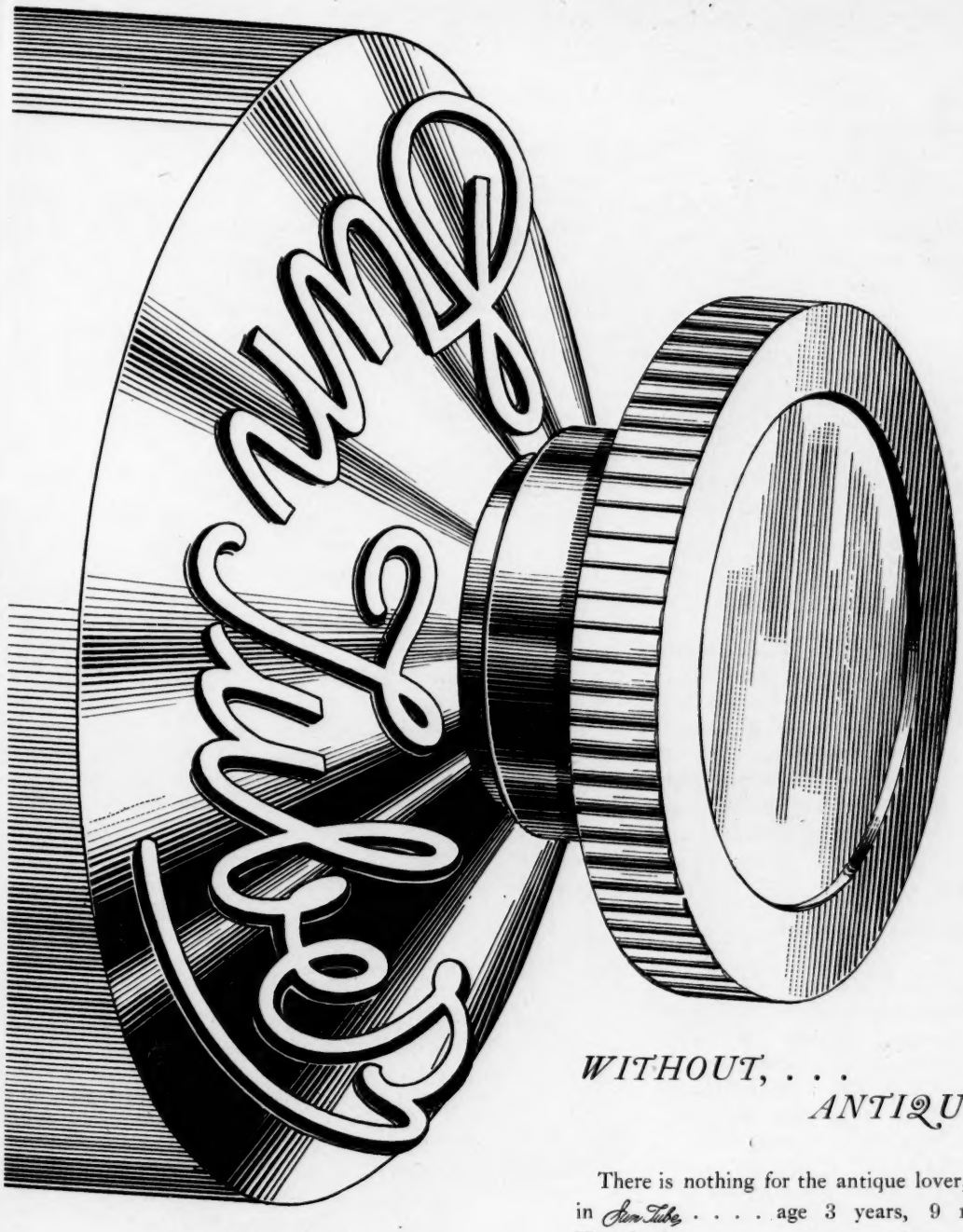
Guide wings on both sides of the blade fit over the edge corners of the cartons or boxes and a quick stroke of the instrument may be made, the blade being directly positioned for safely cutting just the section required without danger of damage to the contents of the case. The clean edges of the cut portion of the case may be sealed for re-shipping by applying sealing tape over the cut edges. This, in itself, will constitute a large saving in shipping costs in any department where a large number of fibre or corrugated shipping cases are being constantly received. In addition to this saving the use of this tool will do away with the possibility of damaging merchandise during unpacking. An argument in favor of the use of the tool is that it is foolproof and can be operated with efficiency and speed by any unskilled operator. The cost of this tool is low enough to make it a valuable addition to any shipping department.



Tool in position



Case after opening



HILLSIDE, N. J.

WITHOUT, . . .
ANTIQUITY.

There is nothing for the antique lover, ... in *Gun Tube* . . . . age 3 years, 9 months. Heartlessly, ... we tear out equipment, ... aged, ... after 2 years, ... to give way to more modern units from our machine building division, ... and pardoning our greed, ... to better profit.

Frank J. Hayford

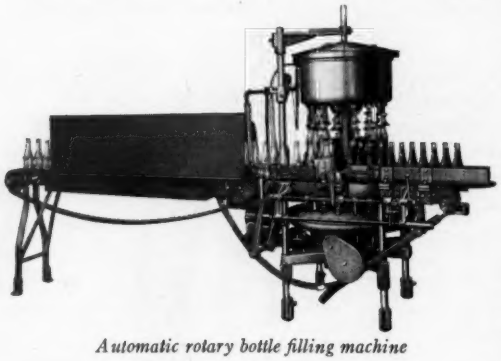
President

P.S. Make them better, ... and with lower costs

Rotary Bottle Filler

A 14-tube, automatic rotary filling machine, known as Haller Model H-E and manufactured by the Horix Mfg. Co., Corliss Station, Pittsburgh, Pa., is shown in the accompanying illustration.

This machine will fill bottles of from $2^1/_2$- to 32-oz. capacity, either of the round or hexagonal shape, with uniform diameter or of the bowling pin or taper type, and cans with a bottom diameter not exceeding $3^1/_2$ inches. The adjustments for different size bottles or cans take but a few minutes and are easily made. A variety of different materials may be filled on the machine by providing suitable filling tubes or valves; catsup or chili sauce, in season, and vinegar or salad dressing, etc., at other times, which avoids idle time and reduces filling costs to a minimum. From 50 to 65 containers per minute is stated as being the average capacity of this machine.



Automatic rotary bottle filling machine

The empty containers, after being placed on the conveyor at the infeed end, are taken into the machine by the conveyor, through an improved bottle feed check, and after being filled are automatically discharged for delivery to the crowning or closing machine. The infeed and bottle check are provided with an automatic safety, so that should a container become upset, or disarranged, the machine is automatically stopped and locked in the open position until the obstruction is removed, when the machine can again be started.

An automatic safety is provided, so that a bottle with a choke or narrow neck, and into which the filling tube or valve will not enter without sticking, be delivered to the machine for filling, the machine is again stopped and locked until the obstruction is removed, when the machine can again be started.

A safety is provided on the discharge end, so that should the crowner or closing machine be suddenly stopped, without the filling machine first being taken care of, the filling machine is automatically stopped and locked in the open position until the obstruction is removed, when the filler can again be started.

The safety features are all mechanical, no complicated or delicate controls being used, and eliminate the necessity of human attendants, except the person that supplies the empty containers. In addition they practically eliminate bottle breakage and damage to filling tubes or other parts of the machine.

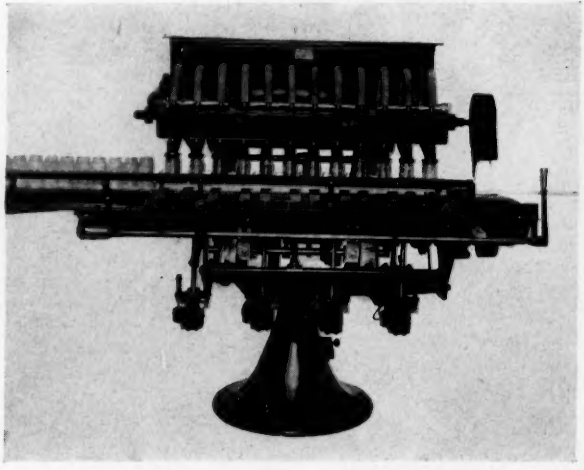
Filling Machine for Dry Products

THE Hoepner Automatic Machinery Corp. of Buffalo, New York, is making a new filling machine for handling various types of face powder and similar kinds of dry products.

The machine is provided with a conveyor upon which the empty containers are placed by an operator, and the movement of the conveyor brings these containers into a position adjacent to the filling heads. When these containers have arrived in this position, the intake belt conveyor is stopped and the containers are then fed into the filling position, and when properly placed the filling head descends in such a way that the top surface of each container is entirely covered and sealed. The proper amount of material is then deposited in the box and compressed in such cases as require it, and upon raising the head the filled containers are discharged on to an outgoing belt and carried away from the machine.

The operation is entirely automatic, and entirely dustless, and there is no opportunity for spilling material while the boxes are going through the machine. Provision is made for easily and quickly changing to different sizes of containers, and the machine can be used on a wide range of products. It is possible to get a production up to 80 or 90 per minute, and the weight is extremely accurate.

It is intended that intake pipes should be connected to the hopper of the machine, providing a continuous supply of material to the machine for filling. Aside from the operator required to put the empty containers on the intake belt, no labor is needed to operate the machine.



Automatic filler for dry products



The accompanying illustrations show a few of the many kinds of Folding Paper Boxes we are manufacturing for Food Products. Some of these are printed in four or more colors.

The Box Board is produced in our own Paper Mills (daily capacity 700 tons) the Boxes are made in a Modern Box Factory completely equipped with the latest and best machinery for speedy and economical production.

On orders for good sized quantities, we are able to make very attractive prices on fine quality boxes.

CONSOLIDATED PAPER COMPANY

MONROE, MICHIGAN

Folding Paper Boxes—Corrugated and Solid Fibre Shipping Cases

Washington Correspondence

FOR sometime past the Department of Commerce has been calling upon its foreign representatives to study the packing situation from an American angle for the obvious purpose of ascertaining what buyers of goods from the United States in their special territory like in the packing idea and what changes, if any, should be brought about. Acting on this request these representatives have sent in reports from various foreign buying centers, and on one made by Assistant Commercial Attache Julian D. Smith, at Lima, Peru, the Department has issued the following statement which is worthy of careful consideration by packers here:

The decided improvement in the export packing of American merchandise in recent years has attracted favorable comment from foreign buyers in all parts of the world. A few years ago every mail brought complaints of the unsatisfactory condition, due to insufficient packing, in which American merchandise was arriving at the various foreign markets. Today these complaints are few, and foreign countries are sending representatives here to study our production and packing methods. This change has been brought about by the application of scientific principles to individual packing problems. Laboratories have been established and, in connection with manufacturers, are developing more efficient containers, in many cases at a lower cost than those originally used.

Assistant Commercial Attaché Julian D. Smith has also furnished photographs showing some excellent examples of efficient American packing, with the following description of the conditions to which this merchandise was subjected in reaching its foreign destination.

These packages traveled half the distance across the United States, were handled two or three times before being stowed in a ship's hold, were carried 3600 miles by water, roughly unloaded in a pitching and tossing lighter in Callao Bay, were picked out of the lighter by a dock crane and tossed onto some small railway cars which bore them to the customhouse, were thrown off these cars, opened and inspected by customs officials, were closed up again, loaded onto flat cars, and borne over the Andes for 315 kilometers to an altitude of 14,200 feet above sea level, where they were trans-shipped to a narrow-gauge railroad, and then carried 25 kilometers farther. Next, they were unloaded from flat cars and stowed in a lighter, which carried them 15 kilometers across a mountain lake to their mining-camp destination; there they experienced two more handlings before being finally deposited outside the building in which their contents were to be set up.

CONSIDERABLE interest attaches to a recent change of regulations by the Internal Revenue Bureau affecting the size of labels used on containers for tobacco and other products when other than of wood material. Describing the size that labels shall hereafter be and the manner in which they shall be affixed, this statement said:

Article 86 of Regulations No. 8 approved April 24, 1928, is amended by striking out the second paragraph and by changing the second part of the third sentence of paragraph one to read:

"Such label shall be not less than one and one-half inches long nor less than three-fourths of an inch wide and shall be affixed to, or printed directly on, the front of the box or container. In the case of boxes or containers other than wooden (see Art. 77), the size or style of which will not permit compliance with the above provisions, the label may be proportionately reduced in size, or elsewhere affixed to, or printed directly on, the box or container.

UNDER the legal definition of the Federal District Court, sweet chocolate is candy and not a food product.

E. E. BRAITHWAITE, of the Division of Simplified Practice of the Department of Commerce, has sent the trade the following letter relative to the simplification of pickle jars:

It has been suggested by a prominent producer in the food packing industry that "there is a great need for a simplification program for pickle jars."

As you are no doubt aware, all of the work of waste elimination (through the reduction of excessive variety in various manufactured products) as carried on by the Department of Commerce, in cooperation with industry, is based on the premise that it is only possible to be of service through the voluntary cooperation of all concerned. It is not our intention to interfere nor dictate in any way. With this thought in mind, I am writing to secure your opinion as to the opportunity for the development and promulgation of a simplification program for pickle jars.

In order that you may become better acquainted with the method of procedure followed by this Division in cooperation with industry, I am enclosing a copy of the report of the General Conference held in Cleveland on September 18, at which time a simplified practice recommendation was adopted for preserve jars and jelly glasses. There is also enclosed a list of projects which have been completed to date.

I would appreciate it if you would let me know if it is your belief a simplification program similar to that adopted by the preservers would be beneficial for the pickle industry.

THE Wooden Box Bureau of the National Association of Wooden Box Manufacturers and the National Lumber Manufacturers Association has issued a circular (No. 62-B) showing various brands of food products and household supplies which are packed in wooden boxes.

The Bureau is also issuing books of "stickers," reading "This Order Must Be Shipped in Wood Boxes."

"These stickers," says the Bureau, "have been largely instrumental in keeping many manufacturers of the products listed in Circular 62-B, sold on wood packing, particularly on the West Coast. Constant demands from commissaries of the lumber mills and box factories, wholesale and retail merchants, etc., that when filling their orders their goods 'must be shipped in wood' frequently cause the shipper or packer to discontinue the use of substitutes and return to wood packing."

The Bureau announces that it will be glad to furnish any quantity of "stickers" upon request.

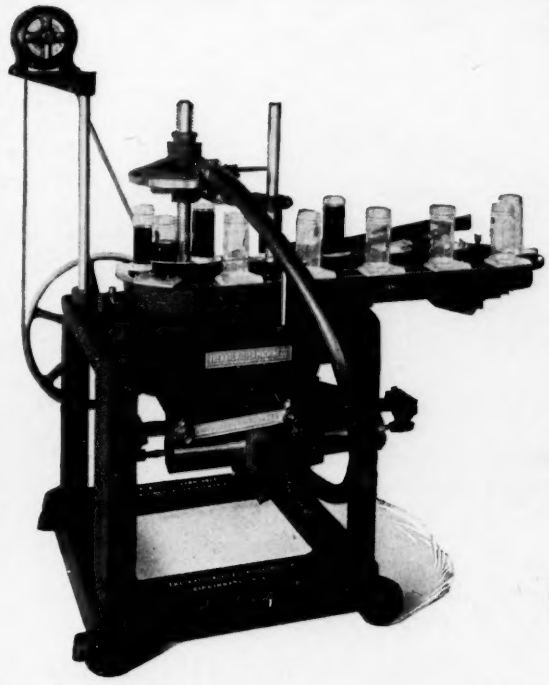
BOTTLES for packing olives are soon to receive consideration from the Simplified Division of the Department of Commerce, the following letter having recently been sent out to those interested in the matter:

This Division has recently received a letter from one of the largest packers and manufacturers of food products stating that "there are entirely too many bottles used for packing olives, and we hope that some day the olive packing industry will get together and do what the preserve people have done."

As you are no doubt aware, all of the work of waste elimination (through the reduction of excessive variety in various manufactured products) as carried on by the Department of Commerce, in cooperation with industry, is based on the premise that it is only possible to be of service through the voluntary cooperation of all concerned. It is not our intention to interfere nor dictate in any way. With this thought clearly in mind, I am writing to secure your opinion as to the opportunity for the development and promulgation of a simplification program for olive jars.

In order that you may become better acquainted with the method of procedure followed by this Division in cooperation with industry, we are enclosing a copy of the report of the general conference held in Cleveland on September 18, at which time a simplified practice recommendation was adopted for preserve jars and jelly glasses. There is also enclosed a list of projects which have been completed to date.

CORRUGATED Paper Mills, Natick, Mass., have been acquired by The Container Corporation of America and have been announced as the New England Division of the latter. The production and sales personnel of the Corrugated Paper Mills remains unchanged.



VISCO

for Filling, Preserves Jellies, Jams

Work done cleanly by accurate measure.

Settings for different size jars made in 10 minutes. Machine cleaned in 15 minutes. Nothing to take apart.

Simple, easily understood and taken care of.

Its recommendation is that of 90% of the preservers.

Write for catalog and see this machine at the Canners Convention.

The Karl Kiefer Machine Company, Cincinnati, Ohio

STOP THAT ADHESIVE WORRYING



The country's largest and foremost concerns have learned to depend upon National Service and Quality. Whether it's a keg or a carload put your adhesive problem up to us. You get the the advantage of 35 years of experience.

National Adhesives Corporation

SUCCESSOR TO

NATIONAL GUM & MICA CO.—THE GLUCOL MFG. CO.—DEXTRO PRODUCTS INC.

Executive Offices: 820 Greenwich St., New York, N. Y.

Among Package Users

IT has been announced that the Liggett drug stores will take over the eighteen stores and warehouse of the May Drug Co., of Pittsburgh. Drug, Inc., of which the Liggett Stores are a part, also controls the United Drug Co., and the Sterling Products Co. Already Liggett is the leading drug chain in the country. With the recent expansion to the Pacific Coast the company's business is now completely nationwide. Its annual sales exceed $75,000,000.

A consolidation has been effected between Mayflower Stores, Inc., of Providence, R. I., and First National Stores, Inc. The Mayflower chain comprises 192 grocery stores operating principally in Rhode Island, and a warehouse at Providence.

IT has been announced that the National Biscuit Co. has acquired control of the Shredded Wheat Co. The Shredded Wheat Co. operates two factories at Niagara Falls, N. Y., and one each at Niagara Falls, Ont., Oakland, Calif., and London.

THE J. C. Penney Co. has announced an expansion program, involving the opening of five hundred new stores, in addition to regular additions already determined on for 1929. It is planned to have all of the new stores in operation by September.

THE University of Pittsburgh is to make a study of meat packaging. Consumer preferences for packaged meats will be studied in the Pittsburgh trade area, for the purpose of determining both the choice of the consumer for packaged as against bulk goods, and also the preferences for various types of containers, including paper, wood, metal and glass. Dr. John H. Cover will be in charge of the survey which will be financed by the National Provisioners, Chicago, and will be known as the National Provisioner Package Survey.

UNITED Cigar Stores and its subsidiary, the Whelan Drug Co., have purchased the Neve chain of sixty-seven drug stores in New York City. This will make a total of nearly two hundred stores in this area and will enable the United Cigar Stores to become a strong competitor in the retail drug field with Liggett.

IT has been announced that the Rice Growers' Association of California has signed an agreement with the Sun-Maid Raisin Growers' Association, under which the latter will pack and market rice under its own "Sun-Maid" brand.

Continental Can Continues Expansion

FURTHER expansion by Continental Can Co., Inc., has been announced through the acquisition of the assets and business of the Bedford Can Co., Bedford, Va.

Since the first of last year Continental Can Co. has practically doubled its number of operating units. Other recent acquisitions include the Passaic Metal Ware Co., U. S. Can Co., Seattle-Astoria Iron Works, Southern Can Co., New Orleans Can Co., the can manufacturing business of R. Hardesty Manufacturing Co., and the Wheeling Can Co. The Continental Can Company now operates twenty-eight plants, widely distributed throughout the country.

Book-Shaped Container for Toilet Tissues

FLORAL paper in red and gold covers the sides and back of this book-like box. The cover of the box is $7\frac{1}{4}$ in. x 10 in. and the back is 10 in. x $3\frac{1}{2}$ in. The top, bottom and sides are covered with dull gold paper to simulate the leaves of a book. A label bearing the words "Petite" (Parfume) by Naomi Jalene is pasted on the back of the book and a similar label is on the lower right hand corner of the front cover. Inside the front cover is an "Introduction to Petite," which describes in detail the qualities, price and colors of the toilet tissues. This introduction is in the form of a letter and is signed by Naomi Jalene.



Glassine wrapped tissue rolls and container

The package contains four rolls of colored, perfumed toilet tissue. Each roll is wrapped in a label, printed in modernistic effect in the color of the tissue contained within. These are in turn wrapped in glassine paper.

The cover is hinged with a canvas strip which makes for durability.



Products
packed in
Master Metal Cartons

LOOK BEST
KEEP BEST
SELL BEST

A MASTER METAL CARTON
TRADE MARK REG. U.S. PAT. OFF.
REYNOLDS METALS CO.
LOUISVILLE, KY.

Container Department
REYNOLDS METALS COMPANY
INCORPORATED
DIVISION OF
UNITED STATES FOIL COMPANY
Louisville, Ky.
Brooklyn San Francisco

A Mark
A MASTER METAL PRODUCT
of Quality

Is your Package a Silent Salesman?

·U·S·
LABELS AND CARTONS
WILL HELP SELL YOUR PRODUCT

"Let us be your Package Counsellors"

ABOUT BRAND NAMES

It is unsafe to adopt a new brand name without first making a thorough investigation to ascertain whether the name is already in use. Consult our Trade Mark Bureau. The service is free.

The United States Printing & Lithograph Co.

CINCINNATI 110 Beech St.
BROOKLYN 101 N. 3rd St.
BALTIMORE 28 Covington

The Psychology of Color

(*Continued from page 35*)

peacock adorned with all the hues of the rainbow, and the humming birds decked out in ruby, sapphire and amethyst; or again the transient effects of light in the spectrum, the soap bubble, the iridescent surface of the opal, the tints of eventide mirrored in the glassy lake. In each case, we feel a thrill of pure and unselfish enjoyment, which no other mere sensuous stimulation is capable of arousing in our breasts. The pleasure of color is one which raises itself above the common level of the monopolist gratification and attains to the higher plane of aesthetic delight."

The Correlation Chart of Color Interpretation which accompanies this article was evolved after several years of study and research.

To facilitate its use, the color meanings were arranged according to symbolism, characteristic, mood, reaction, influence and temperature of color. This method offers a ready reference to those interested in obtaining the correct psychological meaning of color. The numbers printed before each word denote the intensity of the color—1 represents extremely light hues, 2 medium hues and 3 the dark hues.

Transparent Wrap Display

(*Continued from page 42*)

men's shirts, aprons, dresses, sheets and pillow cases, toiletries and cosmetics, cigarettes, cigars, golf balls, rubber toy sets, razor blades, dolls, candles, bath salts, hosiery, handkerchiefs and brushes. The manufacturers represented in the display were the following: Continental Baking Co., Ward Baking Co., Hills Brothers Co., Crex Carpet Co., Julius Simon, Inc., Hunter Mfg. & Commission Co., Marjorie Johnson, P. Lorillard Co., U. S. Rubber Co., Maillards, and A. G. Spalding & Bros., New York City; Mama Cookie Co., Chicago Flexible Shaft Co., Jas. S. Kirk Co., and Pollyanna Co., Chicago, Ill.; S. F. Whitman & Sons, and M. La Fair & Son, Philadelphia, Pa.; The Charms Co., Bloomfield, N. J.; Lyons California Glacé Fruit Co., San Francisco, Cal.; Victor Safe, Marietta, O.; Rieser Co., Inc., Brooklyn, N. Y.; Excello Shirt Corp., Paterson, N. J.; Janice Meredith, Inc., Baltimore, Md.; United Drug Co., H. Traiser & Co., Estabrook & Eaton, Gillette Safety Razor Co., and Whiting-Adams Co., Boston, Mass.; Manning, Bowman & Co., Meriden, Conn.; Mrs. B. Arthur, Los Angeles, Cal.; Will & Baumer Candle Co., Syracuse, N. Y.; The Louray Co., Grand Rapids, Mich.; Holeproof Hosiery Co., Milwaukee, Wis.; Cluett, Peabody & Co., Troy, N. Y.; and H. Fendrich, Inc., Evansville, Ind.

Multi-Packaging of Coffee

(*Continued from page 58*)

required. From constantly restocked shelves, the operator starts the can to the automatic weigher on a belt. At the weigher an arm, protruding over the belt, stops the can, where it is filled to the right weight by the automatic weigher, then releases it to pass on to the pound-size automatic bottom sealer. At the end of the belt is also placed a half-pound bottom sealer. The operation of the sealer is by machine power but the sealer must be hand fed. From a platform adjoining the sealers, the cans are manually inserted into shipping cases, then manually transferred to the automatic case sealers in the other room.

EQUIPMENT AND SUPPLIES

Top sealer, carton feeder, carton interliner, carton bottom sealer: Pneumatic Scale Corp.

Automatic weigher: National Packaging Machinery Co.

Cellophane wrapper: Packaging Machinery Corp.

Automatic lock top can bottom sealer: Max Ams Machine Co.

Wax wrapper: Johnson Automatic Sealer Co., Ltd.

Shipping case sealer: Johnson Automatic Sealer Co., Ltd.

Vacuum can clincher and finisher with vacuum unit pump: American Can Co.

Labeling machine: Burt Machine Co.

Check weighers: Exact Weight Scale Co.

Cup sealer: Canedy-Otto.

Vacuum cans: American Can Co.

Lock top cans: Continental Can Co.

Cartons and carton lithography and printing: Consolidated Paper Co.

Corrugated shipping cases: Consolidated Paper Co.

Two-ounce cups: Tulip Cup Co.

Cellophane: Dupont Cellophane Co.

Wax wrappers, interliners: Kalamazoo Vegetable Parchment Co.

Carton Sealing Color Chart

A chart for determining the most suitable color as it appears through a carton sealing sheet has been prepared for distribution by the Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich. To use this chart it is necessary only that the sealing paper be placed directly over the chart. The range of colors shown includes seven shades and black.





-it is the eye that buys

Let us help you sell your goods by designing proper Labels or Packages. We specialize in Box Coverings and are equipped to give complete and detailed service.

The Eye Gets the Impression Seven Times Faster Than the Ear, So Appeal to the Eye with Lithographic Matter That Reflects Your High Standard.

THE CENTRAL LITHOGRAPH CO.
MAIN OFFICE AND PLANT—CLEVELAND, OHIO.

PHILADELPHIA OFFICE
1001 Commonwealth Bldg.

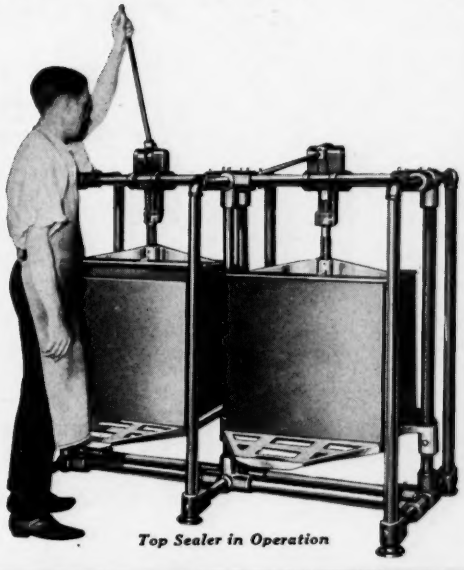


Bottom Sealer in Operation

NOW!

THE HARMON SEALER

Particularly designed for the users of corrugated and fibre shipping containers, with a capacity up to 1500 containers per day.



Top Sealer in Operation

Very rigid and simple in construction, nothing mechanical to get out of order, any boy or girl can operate.

These machines can be built in combinations with one or more bottom sealing units, and with one or more top sealing units as desired.

WRITE FOR PRICES, TERMS, ETC., TODAY

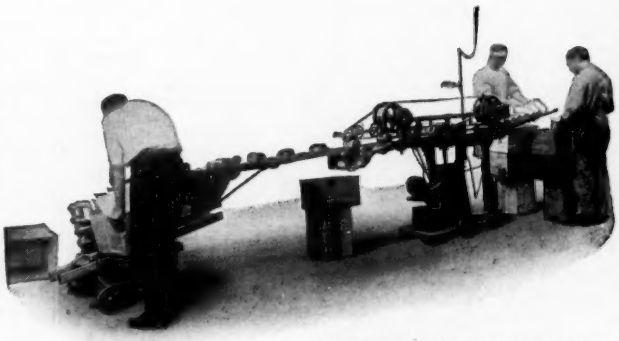
THE HARMON SEALER
628–30 Jackson Blvd. Chicago, Ill.

WHERE is the cost of your labeling machine determined... on the invoice?... or on the job? On *the job*... absolutely!

The labeler that is ruggedly built... that goes into place easily and quickly and that "stays put" for permanent service is cheap at any reasonable price.

You save when you put your labeling and casing problems up to BURT.

BURT LABELERS perform a beautifullabeling job,smooth laps,evenly applied labels without smear or smudge. All operation is entirely mechanical —simple and without the annoyance of frequent shutdowns for adjustments. You can learn a lot about lower labeling costs from our circular.



BURT LABELING MACHINE
The Burt Mechanical Inspector and the Burt Mechanical Caser

BURT MACHINE COMPANY
Main Office and Plant, BALTIMORE, MD.

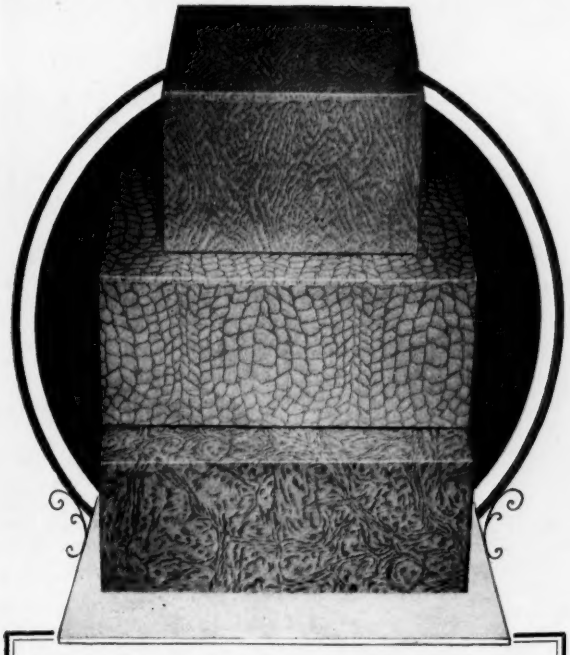
FOR FOLDING BOXES
SOLID FIBRE CONTAINERS
COUNTER DISPLAY CARTONS

ANY QUANTITY
EVERY STYLE **ASK US**

PAPER MANUFACTURERS SINCE 1868

BRANCH OFFICES
BOSTON
NEW YORK
CHICAGO
ST. LOUIS
CLEVELAND
PHILADELPHIA

THE RICHARDSON COMPANY
Lockland, Cincinnati, Ohio



CAKE BOXES

you can talk about

NEW—ORIGINAL—ATTRACTIVE

Away with the plain manila folding cake box—here is something to help you merchandise other items besides cake. Here is a carton bound to attract and stimulate sales. In large quantities we are in a position to furnish special designs. These cartons are set up in a jiffy.

Producing tuck-in cartons, seal-end cartons and, in fact, all styles of cartons of precision that enable your automatic machinery to operate at its normal capacity.

CONTINENTAL

FOLDING PAPER BOX CO., Inc.
RIDGEFIELD NEW JERSEY



Tested Packages Mean Protected Goods

Expressmen, mail clerks, truck drivers—are not famous for kid glove methods. Your containers are apt to be crushed, dropped, bumped and banged. Will they stand the gaff? One carton crushed en route often means destruction of goods, and may even mean a lost account.

Why run the risk? For a fraction of a cent a shipment, the Mullen Motor-Driven Tester proves the strength of each container, thus forestalling possible accident.

The Mullen Motor-Driven Tester quickly and accurately gives the bursting strength per square inch of any paper, card-board or corrugated board. The machine is smooth, rapid, and simple in operation . . . occupies only part of a small table.

The Mullen Tester has met with the approval of such highly exacting bodies as the Classification Board and the United States Government.

Let us tell you how you can trade in your hand-driven model . . . how amazingly useful the new machine will be . . . how inexpensive. The coupon is for your convenience.

MULLEN TESTER

Manufactured solely by

B. F. Perkins & Son, Inc.,
Holyoke, Mass., U. S. A.

B. F. Perkins & Son, Inc.,
Holyoke, Mass.

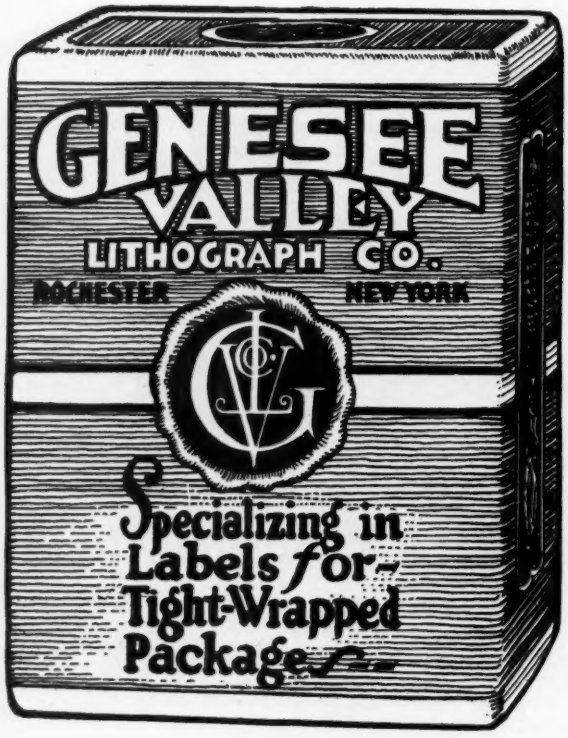
Please send complete information on the Mullen Motor-Driven Tester. There is no obligation, of course.

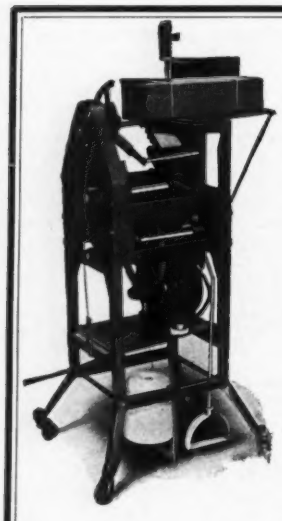
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Company.....

City.....State.....

MP 1-29





The Bunn Package Tying Machine

Used in every line of industry.

Our double wrap machine insures tightness.

Our Turntable machine automatically ties boxes both ways in one operation.

Ranges in size from very small packages, up to large bundles of set-up boxes.

Ten-day free trial in your plant

Manufactured, Sold and Guaranteed by the Inventors

B. H. Bunn Co.

7329-31 Vincennes Ave. CHICAGO



One Scale, and one scale only, gives complete protection against OVERWEIGHT

That Scale, "Exact Weight," is used by thousands of manufacturers throughout the world.

Make 1929 a bigger year by stopping the profit leaks . . . "EXACT WEIGHT" SCALES will help.

May we send interesting descriptive literature and prices?

"EXACT WEIGHT" SCALES

Manufactured by

THE EXACT WEIGHT SCALE CO.

1301 W. Spring St., Columbus, Ohio

Canadian Representatives: W. & T. Avery, Toronto and Montreal

THE
BENJAMIN FRANKLIN
Chestnut at Ninth Street
PHILADELPHIA

The traveller or permanent guest is assured of attentive service, enjoyable environment and the highest refinements of good living at The Benjamin Franklin. Here you will find, combined in an unusual manner, the traditional hospitality of more leisurely times with the most modern hotel appointments.



Twelve hundred rooms, each with bath

Rates commence at $4.00

HORACE LELAND WILLIS
Managing Director

UNITED HOTELS Inc.

The
AUDITORIUM
HOTEL



The Newest in Cleveland, Ohio

You will enjoy your stay at the Auditorium Hotel.

300 Comfortable Rooms
$2.50, $3.00 and $4.00

In the heart of Cleveland's theater and business districts and overlooking Lake Erie.

W. H. BYRON, Manager
East 6th and St. Clair Ave.

COMTEX FOR SHIPPING CASES

In January of 1921, a $30,000,000 corporation tested COMTEX for one month, in an effort to find the most economical and efficient sealer on the market.

Now, 8 years later, COMTEX is still insuring the safe delivery of the fibreboard containers of this corporation. Over this period of 8 years, COMTEX has proved that the most drastic transportation conditions or roughest handling cannot break the bond of COMTEX. They proved to themselves, that every seal made with COMTEX is a positive seal; it stays sealed until purposely and forcibly opened. Last, but not least, they found they were using COMTEX as a sealer at a saving of from 30% to 50%.

This, of course, is just one of over 700 customers.

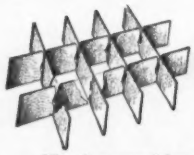
WARNING

COMTEX, because of its wide distribution and use by the principal shippers in the United States, is a target for spurious imitations, which are offered to the trade as being "just as good."

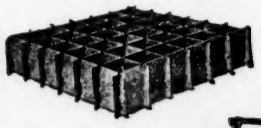
THIS WARNING IS FOR YOUR PROTECTION. COMTEX has no equal in any way. It affords you a protection unobtainable at its cost.

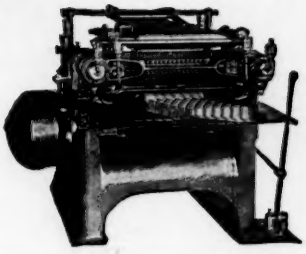


CIBARA MANUFACTURING CO.
2234-40 Eugenia St. Since 1905 St. Louis, Mo.



How Much Do Your Partitions Cost ?





Here's a machine (Vailco No. 3) that cuts from the roll and assembles partitions ready for insertion into your boxes.
All sizes of partitions completely locked—will not fall apart.
One man operation.
Speedy, efficient and economical.
You *can* reduce the cost of your partitions by its use.
Full particulars on request.

SELF-LOCKING MACHINE CO.

569-589 E. Illinois St. Chicago, Ill.
Cable Address: SELF-LOCK, CHICAGO

Specify

Gaylord Liners

WHEN ORDERING
CORRUGATED OR SOLID FIBRE
BOXES

ROBERT GAYLORD, INC.
GENERAL OFFICES ~~ SAINT LOUIS



Adhesive Specialists



If you have any unusually difficult problems in connection with labeling or sealing, consult our specialists. They will recommend the best adhesive for the purpose, or compound one especially suited to your needs.

Types and grades suited to all operations—for tin, glass, fibre-board, etc. Ask for details, prices, and samples.

The F. G. Findley Co.

Adhesive Manufacturers Milwaukee, Wis.



FIBRE CANS
of Every Description

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

Ask for samples and prices

R. C. CAN CO.
121 CHAMBERS ST. ST. LOUIS, MO.

MANY prominent manufacturers have directly traced considerably increased business to a new package. A properly designed, attractive new carton printed on

RIDGELO
CLAY COATED
FOLDING BOXBOARD

may provide a needed sales stimulus. Get your boxmaker to submit a new design to you. Be sure to specify Ridgelo.

Samples sent on request.

LOWE PAPER COMPANY

RIDGEFIELD LOWE NEW JERSEY

546

GLUES DRY OR LIQUID

DRY OR LIQUID **PASTES**

LABELING
SEALING
WRAPPING

WESTERN PASTE & GUM CO.
Manufacturers of
DEXTRINES and ADHESIVES

CHICAGO
2710 South Throop St.

JERSEY CITY
402 Claremont Ave.

Stitch your boxes with
SilverStitch

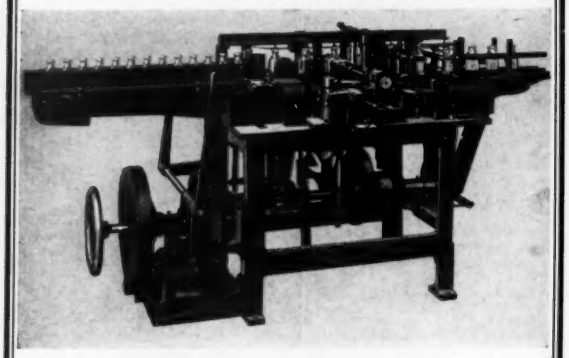


Silverstitch will enable your stitching department to turn out more work.

Accuracy in temper, width, and thickness permits uninterrupted production. Continuous length coils eliminate stops to thread short pieces, which are necessary when other wire is used.

Send for a free sample coil today and learn why hundreds of firms have changed to *Silverstitch*.

ACME STEEL COMPANY
General Offices: 2840 Archer Ave., Chicago
Brooklyn Boston Atlanta San Francisco Montreal



WEEKS AUTOMATIC LABELERS

SINGLE and DOUBLE
for Oval, Round or Square
Bottles, Cartons
or Cans

SINGLE LABELERS

Apply spot labels and labels on three sides.

DOUBLE LABELERS

Apply front and back labels simultaneously and two labels on four sides of containers.

WEEKS LABELERS are essential for straight line production. They supply the missing link in Filling—Screw Capping; Labeling — Cartoning Operations. One WEEKS Unit will replace two to five semi-automatic hand-fed labelers.

UNEQUALED for accurate registration and clean application of labels.

SPEED—40–120 *CONTAINERS per minute*

INSPECTION AFTER LABELING UNNECESSARY

McDonald Eng. Corporation

220 Varet St. **Brooklyn, N. Y.**

London: Windsor House, Victoria St., S. W. 1.

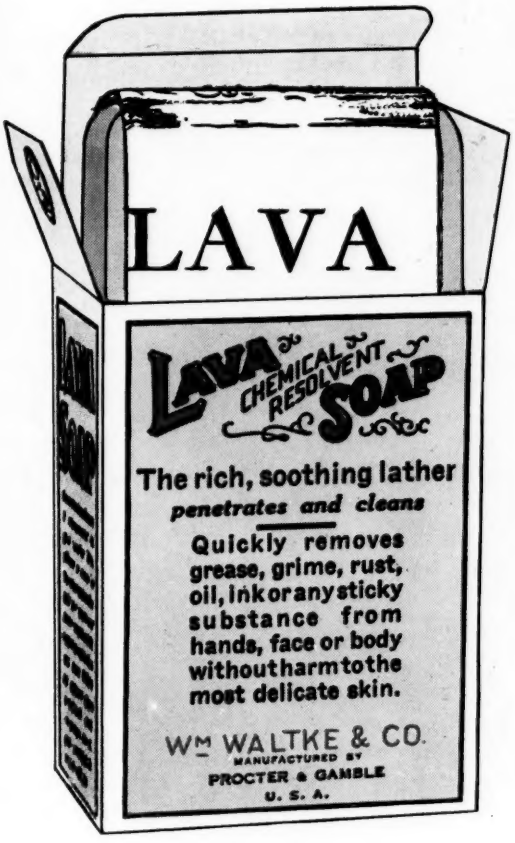
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CARTONING LAVA SOAP

for

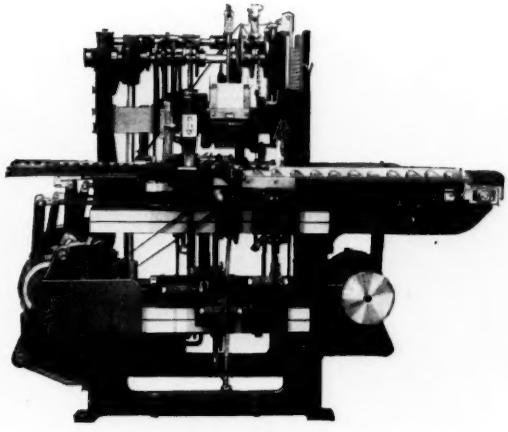
EIGHT YEARS



In 1921 we made our first machine to carton Lava Soap. It would run 60 cartons per minute. It had the old-style mechanical carton feed, which required that the cartons be made with the greatest accuracy. They would not come out of the magazine and open up if they had been allowed to warp. It kept the carton makers in hot water.

This first Lava machine would handle only previously folded circulars and required the services of another operator for this. This machine had some vibration and made quite a little noise. We made six Lava machines of this type, in all.

Recently we furnished two additional machines for Lava. We tested them out at 114 cartons per minute. At this speed they did perfect work without vibration or noise.



These machines have automatic folders. The circulars are laid flat in the magazines. The machines fold them and wrap them around the cakes as shown above.

The patented combination pneumatic and mechanical carton-feed handles practically any cartons that come to it, poorly scored, made of thick board or of thin, warped or flat, stuck inside or stuck together.

This is only one item of the progress we have made in the art of loading cartons. Many other improvements have been made and more are in sight.

R. A. Jones & Company, Inc., P. O. Box 485, Cincinnati, Ohio



The labels *can't* come off

IF a label is worth anything as an advertisement (and why use one, otherwise?) it must be worth more the longer it lasts.

Lithographed on the metal, the label is permanent. Not time, light, heat nor careless handling can remove or erase it. It brilliantly advertises its owner's business for the entire life span of the container.

A Canco representative can give you some useful data on the sales value of lithographed metal containers. Ask him.

AMERICAN CAN COMPANY

CONTAINERS OF TIN PLATE – BLACK IRON – GALVANIZED IRON – FIBRE
METAL SIGNS AND CANCO DISPLAY FIXTURES

New York · Chicago · San Francisco

